Helene - for your use.
Mary

IDG World Update
Index 1993

January 4	"A look ahead" forecast issue

January 11

IDG France	*Distributique* launched creative campaigns
IDG WU	*World Update* survey results, publisher's message
CW	CW holds West Coast receptions with Esther Dyson
GITG	Ask **Ken Kaplan**
IDG Pboro	Operation Santa succeeds at IDG Pboro
NW/CW	*NW* beats *CW* in WEEI 590 Fund fundraising
IDG	IDG F'ham employees adopt families for holidays
CIO	*CIO* holds contest to donate "$20 million" to causes
IDC, etc.	Chair.'s Achvs: **Vicki Brown**, IDC, 4th qtr. winners
IDG	Cartoon caption winners

January 18

IDG Slovenia	IDG signs license with *Monitor* in Slovenia
EN	*Electronic News* tests daily fax news service
MAC	*Macworld* circulation jumps to 525,000
IDG NZ	IDG New Zealand's non-display revenue tops 50%
NW	*Network World* issue has 123 different editions
IDG Israel	Israeli licensee plans host of activities in '93
IDC	IDC's **Tony Picardi** wins James Peacock Award
IDG	IDG President **Walter Boyd** reflects on 25 years
IDG	**Susan Petrie** named VP/finan. planning & analysis
IDG	**Debbie Sobin**, **Eve Lieberman**, and **Hilary Kushinsky** named Corporate STARs
IDG	New cartoon

January 25

IDG	IDG performs well in Simmons CompPro study
MW/WEC	MACWORLD Expo/San Francisco draws 67,000
InfotainmentW	GamePro Publ. changes to Infotainment World, Inc.
InfotainmentW	GamePro receives Ozzie for design excellence
NW	*NW* announces Network World Test Alliance
IDG	Ask **Bill Murphy**
PCW	*PCW* presents World Class Awards
IDC/LINK	IDC/LINK announce merger
IDG&C Australia	*Computing 100* draws upon IDG, IDC talents
PCW	Chairman's Achievers: *PCW Lotus Edition* staff

February 1

IDG Hungary	IDG Hungary acquires *Alaplap*, largest/oldest rival
TechMedia	Launch of *Desktop Video World* at MACWORLD Expo.
MW	**Colin Crawford** named COO at Macworld Comm.
IDC	IDC opens European Storage office in Austria
IDG Books	IDG Books launches Windows GIZMOS
IDGC/Peterb.	*PC Games* doubles frequency
IDG Argentina	Ask **Ruben Argento**
Connell Comm.	Connell Comm. acquires *Take One* video mag.
IDC Govt	Off site: **Katie Hammler**, U.S. Army Reserves
IDG	Cartoon caption winners

February 8

WEC	Oject World makes first time showing in Boston
CW. PCW, CIO	*MW*, *PCW*, *CIO* do well in Erdos& Morgan/MPG study
Infotain.Wrld	*GamePro* monthly circulation exceeds 1,00,000
IDG Italy	Many new projects, including *Lotus Italia* launch
IDG	Ask **Pat McGovern**
MW/A+	*MacComputing* scheduled for May launch
A+	*inCider/A+* celebrates 10th anniverary
IDG	IDG rated No. 1 in advertiser/agency study
IDC Japan	**Yugi Ogino** chman, **Atsuo Ochi** IDC Japan exec vp
CW	10th anniversary: **Bev. Wolff**, CW
CW	Chairman's Achievers: CW Classified Sales/Ops
IDG	New cartoon

February 15

IDG	MSD hosts second annual Global Summit
WEC	Record crowd assembles at 15th ComNet
IDG	**Pat McGovern** named communicator of the year
Intl News Grop	*The Integrator* turns one, produces forecast issue
IDG Norway	*CW Norge* shows off redesign in 10th year
ExecuTrain	Ask **David Deutsch**
IDC/WEC/NW	Results of Network World 500 survey
IDG	Chairman's Achievers: 1st qtr. FY93 winners
IDG Spain	Do-er's Profile: **Fernando Moran**, *CW Spain*

February 22

PCW/IDC	PCW's Lotus group and IDC/Avante team up to host conferences at upcoming LotusWorld
CW	*CW*'s Readership Challenge helps advertisers
MSD	*MAP Report* shows value of print advertising
SW	*SunWorld* plans first best product awards in March
EN	*Electronic News*' fax service begins after test run
IDG	Ask **Bill**
PCW/Lotus	Update on LPC Alliance Products, newsletter groups
PCW	Off-site: **Francesca Davies**, PCW (pit crew)
IDG	Introducing "Ask the Experts" column
CW Spain	*CW Spain* ed. staff receives Chair. Achiever plaque
IDG	Cartoon caption winners

March 1

MW/WEC	MACWORLD Expo/Tokyo sets attendee record
Egypt	*Computerworld Middle East* debuts
IW	*InfoWorld* drops Atex, builds own publishing system
IW	Ask **Bob Metcalfe**
IDG Denmark	Danish conference group holds EIS event
IDG	Tease for "Ask the Experts" column
IDC	IDC's Product Resource Group joins systems/s'ware
CW	*Computerworld* sponsors girls basketball tourney
IDG	New cartoon

March 8

IW	IW's second Editorial EXPOsure draws 250
China	*China Network World* debuts
IDG	New publishing programs target broader audience
IDG	Ask **Walter**
PCW	PC World Online marks year one; CompuServe deal
IDG	Debut of "Ask the experts"
IDG Italy	Chairman's Achiever: **Marco Bertolotti**, IDG Italy
IDG Spain	Do-er's Profile: **Pilar Tejero**, *CW España*

March 15

IDC	IDC Briefing Sessions stress recovery, redistrib.
Panama	*PC World Panama* debuts
IDG Norway	IDG Norway's relationship with SuperOffice client
IDG	Ask **David Hill**
IDG News Grp.	Spotlight: IDG News Service keeps pubs in touch
IDG	Cartoon winners

March 22

Japan	IDG signs license with *Nikkei Personal Computing* to extend *PC World* product line in Japan
NW	*Network World* announces second seminar series
NW/CW	*NW, CW* to provide copy on line via GE BusinessTalk
IMI	*Publish* buys circ. list from *Business Publishing*
ISG Nws Grp.	IDG News Service scoops *Wall Street Journal*
IDG	Ask **Pat**
IDG	Ask the experts: **Jacqueline Migell**, PCW/Lotus **Heather Martin Maier**, PCW
IMI	*SunWorld* seeks speakers for Unix conference
IMS	Off-site: **Sheryl Merchant**, IMS (humane society)
IDG, IDC Japan	10th anniversaries: **Kaoru Sunada, Kazuhiro Hara, Sumiko Ozawa**

March 29

China	IDG signs agreement to open office in Shanghai
China	Sidebar on roles of all IDG offices in China
IDG	Latin American mangers meet in Miami
TechMedia	*AmigaWorld* joins Sci-Fi channel to air videos
IDC	Ask **Kirk Campbell**
IDG	Latin managers give country-by-country round-up
Infotain Wrld	Infotainment World starts intern program
IDC	10th anniversary: **Dee Clark**, IDC
CW	10th anniversary: **Rick Ciliberto**, CW
IDG	Where to find IDG address information
IDC	Do-er's Profile: **Simon Pearce**, IDC U.K.

April 5

IDG	Customers are focus of Long-Range Planning Mtg.
IDG	Publishing Institute earns praises of graduates
IDG Books	Four new titles published since January
IDG	Ask **Bill**
IDG	Summaries of Long-Range Planning Cmte. reports
IDG	Cartoon Caption winners

April 12	
Portugal	IDG signs with Portuguese publisher for *MacIn*
IDG	Eastern European Sales/Editorial meeting at CeBIT
CIO	CIO's Perspectives conference draws14 corp. hosts
CIO/MW/CW	
PCW	CIO/MW/PCW/CW earn Soc'y Public. Design awards
MW Japan	Ask **David Ushijima**
IDG	Photo spread of IDG at CeBIT
IDG	Misc. promotions, reorg. in accounting dept.
IDG	Receptionists honored for customer service
IDG	New cartoon
April 19	
IDG Switz.	IDG Switz. launches *Schweizer PC Katalog*
IMS	IMS headed for record-breaking year
IDG	Schedule of U.S. function meetings
NW/ETA	NW, ETA produce NW's Desktop Marketing System
IDG	Ask **Walter**
IDG Calif.	10th anniversaries: **Michelle Reyes, Jayne Boyer** (PCW), **Dennis McLeod, Adrian Mello**
(MW)	
IW	*InfoWorld* names **Joel Deceuster** vp/assoc. publ.
CIO	Chairman's Achiever: **Moira Gillis**, CIO
NW	Do-er's Profile: **Chris Curry**, regional manager
IDG	(U.S. Insert) AIDS fundraisers seek participants
April 26	Special Issue: 141 ways to boost your bottom line

Sidebars:
- Volume card buy yields discount
- Employes help trim costs at IDG Books
- *CW* renegotites printer contract
- *NW* merchandising is high value, low cost
- General guide: expenses as % of revenues
- *Desktop Video World* wrap yields free lists

May 3

IDG	IDG publications dominate Computer Press Awards
IDG New Zeal.	New Zealand's CW Expo is country's No. 1 show
IDC Greece	IDC Greece holds briefing session
IDG Italy	IDG Italy holds first Windows World Expo
IDG U.K.	Ask **Keith Henry**
MAC	*Macworld* is finalist in National Magazine Awards
Publish, PCW	*Publish, PCW* earn Maggies from Western Press
ETA, CW	ETA, CW extend platform compatibility of CW on CD
IDG Calif.	10th Annivs.: **Niki Stranz, Loretta Giglione**, MW; **Pat Murphy**, PCW Ctll Svcs., **J.Reichmuth**, IDC
WEC	Chairman's Achievers: ComNet/Washington team
IDG	Caption winners

May 10

IDG Australia	Launch of *Network World Australia*
PCW	LotusWorld in Boston; IDC/Avante holds Workflow '93 conference
NW	*Network World* media kit wins award
PCW	Repetitive strain injury article gets great press
IDG Books	*DOS for Dummies* enters second edition
ExecuTrain	ExecuTrain adds franchises in Spain, Australia
IDG	Ask **Pat McGovern**
CW, IDG	10th Annvs: **Carl Marchi**, CW; **Lucy Sheehan**, IDG
IDC	Chairman's Achievers: **Maryanne Sinville, Kim Myhre**, IDC
IW	"Face wear" theme at IW, **Gary Palmer** gets award
IDG	New cartoon

May 17

Netherlands	IDG signs license with VNU's *Computable*
Peru	Launch of *Computerworld Peru*
IW	IW's Editorial EXPOsure comes to Boston
FCW	*FCW* holds 4th annual Federal 100 awards
Asia CW	Ask **SW Chan**, Asia Computerworld Comm.
IDG	Business units that made/exceeded plan
CW, MAC CDV	Chairman's Achievers: **Carolyn Novak**, CW; **Dan Orum**, Macworld CD Ventures
Germany	10th anniversaries for several German employees
PCW, IDC	10th annnvs: **Eric Bender**, PCW/Lotus; **David Vellante**, IDC
China CW	**Li Xiung**, dir. of accounting, *China CW*

May 24

IDG Sweden	PC World Expo draws 23,000 to Stockholm
MAC	*MacComputing* debuts as special *Macworld* issue
China CW	*China Computerworld* produces record issues
MAC, PCW	More art, design awards for *PCW*, *Macworld*
IDG Denmark	First Windows World Expo staged in Denmark
IDG	Ask **Bill Murphy**
IDC	IDC holds Worldwide PC Hardware Research Mtg.
IDG	**Bob Farmer** rejoins IDG board, takes Dem. post
Infotain.W	*PC Games* leaves A+; published by InfotainWrld.
WEC	**Theresa Coffey**: WEC's first Corp. Value Achiever
WEC	10th anniversary: **Mary DeCristoforo**
IDG	Chairman's Achiever second quarter winners: **Marco Bertolotti**, IDG Italy, **Moira Gillis**, *CIO*, CW's Classified Operations, Product Classified teams
IDG	Cartoon caption winners

May 31

China	IDG Shenzen hosts China's first notebook expo
Portugal	*PCW*, *CW* titles launch in Portugal
PCW	*PCW* design awards from USA magazine
PCW	PC World Online now up on CompuServe
CW	**Janell Genovese**'s illustration in *Aldus* magazine
InfotainWrld.	*GamePro* #1 computer pub in newsstand sales revenue
IDG New Zeal.	New Zealand's **Chris Keall** wins editorial award
IDC China/HK	Ask **Saiman Hui**, IDC China/Hong Kong
China	**Pat McGovern** meets Chinese electronics minister
IDG	Wrap up of circulation function meeting
IDG France	IDG France runners complete Paris marathon
IDG U.K.	10th anniversary: **Ian Thalmessinger**
IDG	Small blurb about upcoming photo calendar contest
IDG	New cartoon

June 7

IDC Australia	IDC Australia holds briefing sessions
IDG Europe	Wrap up of European Managers Meeting in Munich
South Africa	**D. Hill** judges booths at Computer Faire in S. Africa
IDG	Ask **Walter Boyd**
FCW, CIO	Chairman's Achievers: **Lisa Kirchoff**, *FCW*; **Abbie Lundberg**, *CIO*
China CW	Do-er's Profile: **Zhao Chunyan**, *China CW*

June 14

IDG Italy	MACWORLD Expo/Milan builds on past success
PCW	*Multimedia World* launches first CD-ROM
WEC	SunWorld '93 attracts record crowd to San Fran
WE	WEC changes name to IDG World Expo
WE	World Expo Trade Missions take shape
IW	Ask **Jim Casella**
IDG/C France	IDC/IDG France team up for forum; IT predictions
PCW	*Multimedia World* sponsors multimedia pavilion
InfotainWrld	*GamePro* hosts Boys/Girls club members at CES
IDG	Announcement of annual photo calendar contest
IMI	Chair.'s Achievers: **Kane Scarlett, Laura Stoll** (*SunWorld*)
IDG	Cartoon caption winners

June 21

IDG	**Bill Murphy** announces retirement
WE	IDG World Expo wins UniForum contract
IW	*InfoWorld Direct* to become demographic edition
Infotain Wrld	*GamePro* plans include new look, partnerships
IDG	Ask **Pat McGovern**
CW	850 attend fifth annual CW Smithsonian Awards
IDG	Boston-area employees raise $35,000 in AIDS walk
IDG	New cartoon

June 28

IDG	West Coast Management Publishing Institute is a hit
Infotain Wrld	*Electronic Entertainment* appears at CES; Dec. debut
Infotain Wrld	**Gina Smith** signs on as editor of Elect. Entertain.
IDC Benelux	Ask **Liesbeth Ruoff**
IDG	Third annual Sales Management Conference in Calif.
IMI	Chair. Achieverss: **David Burnette, Christine DePedro** (*SunWorld*)
IDG	Introduction of "IT Trivia" contest

July 5

IDC Australia	IDC Australia introduces InTEP user program
EMS	New biz. unit: Electronic Marketplace Systems
CW	Bill Gates, Steve Jobs take part in CW awards events
IDG Books	**McGovern** addresses American Booksellers conf.
IDG Czech.	IDG Czechoslovakia signs "card-in-the-box" deal
IDG	Ask **Walter Boyd**
CW	*CW* capitalizes on media coverage in new brochure
IDG Books	*DOS for Dummies* makes front page of *NY Times*
IMI	*NeXTWORLD* inks pact with NeXT; monthly in Aug.
IDG France	IDG France captures IT sailing cup for second year
IDG	Cartoon caption winners

July 12

World Expo	**Ken Kaplan** named CEO; **Jim Povec** named COO
IDG Japan	Launch of *Windows World Japan*
GITG	**Edie Holmes** named CEO of GITG; other promotions
IDC Australia	Ask **Len Rust**
World Expo	World Expo staff busy with four shows in one week
CW	Ask the Experts: **Steve Woit**, *CW*
IMI	Chairman's Achievers: **Barry Green**, *SunWorld*
IDG	New cartoon

July 19

CW	CW Research Council created
IDG Norway	10th anniversary of *CW Norge*
IDG Argentina	10th anniversary of *CW Argentina*
NW	*Network World* strengthens subscriber requiments
IMI	*SunWorld* announced first Best Products Award
PCW	Ask **Pat Kenealy**
IDG	Eighth season of Fluegelman Internship Program
IDG Switz, MW	Chairman's Achievers: **Martin Meier, Enrico Charen, Ed Ramirez**
PCW/Lotus	Do-er's Profile: **Andrew Ochrymowych**

July 26

IDG	Wrap-up of marketing/research function meeting
InfotainWrld	*GamePro* signs licenses in Brazil, plans more abroad
NW	*Network World* redesigns format, retools sections
Infotain Wrld.	Ask **Pat Ferrell**
IDG	Five INROADS interns at IDG; *IW* joins program
IDG Pboro, MW, Infotain.W.	Chairman's Achivers: **Francis Mao, Linda Guyette, So-Fong Yip**
CW	10th Anniversary: **Bernie Hockswender**
IDG	Winners of first IT IQ Trivia Contest

August 2

CWDD	CW Database Division does quick poll for Microsoft
IDG Australia	Attendance increases at Windows/NW World Expo
MW	MacComputing delayed, A+ Publishing staff laid off
IDG Austria	IDG Austria plans conference on virtual reality
IW	IW Test Center introduces PC video benchmark
IDG	Ask **Walter Boyd**
IDG	Wrap-up of production directors function meeting
IDG	Glossary of production-oriented words
IDG Czech.	*CW Czech.* journalist gets "computer" wedding cake
World Expo	25th Anniversary: **Bill Leitch**
IDG	Cartoon caption winners

August 9

IDG	Wrap-up of U.S. editors meeting; sidebar on proposal to expand the IDG News Service
GITG	*FCW* introduces first BBS, *FCW*Net
IDG Australia	*CW Australia* celebrates 15 years
IDG Books	New books: *Macworld Complete Mac Handbook Plus CD, MW Mac SECRETS, MW Photoshop 2.5 Bible*
IDC	Ask **Kirk Campbell**
GITG	IDC Gov't first CD-ROM targets vendors
IDG Japan	New rebooking system at SunWorld Expo/Tokyo
IDG	Business units that met/exceeded plan in 3rd Qtr.
IDC	Highlights from IDC's 1993 Global IT Survey
IDG, IDG HQ	Chair. Achievs.: **Miriam Karlin, Donna Moschella**
IDG	New cartoon

August 16

CW	Debut of *CW Client/Server Journal*
MW/WE	MACWORLD Expo/Boston draws record 57,000
IDG	Ask **Bill Murphy**
IDG	Wrap-up of Publishing Process Overview
IDG	Last call for Photo Calendar Contest
Argentina, Infotain.Wrld	Chairman's Achievers: **Monica Claudia Sans**, **Jorge Garrido**, IDG Argn.; **Fran Fox**, Infotn.Wld.
IDG	Questions for IT IQ Trivia Contest

August 23

IDG Australia	IDG Australia prepares for debut of *Mobile Business*
PCW	*PCW* allies with NASA to test PCs for space flight
IDG Books	IDG Books sells 900 books at MW Expo/Boston
IDG News Serv.	News Services offers Spanish translation
IDG News Group	*The Integrator* wins APEX Award
IDG	Ask **Martha Stephens**
ExecuTrain	ExecuTrain allies with temporary help firm
IDG	Five year employees get plaques at summer picnic
IDG West	Calif. offices raise $12,700 in San Fran AIDS walk
IDG Czech.	Do-er's Profile: **Josef Prusa**

August 30

IDG	**Keith MacGregor** to head up newsletter division
IDG	Asia Support Center officially launched
PCW	*Multimedia World* becomes solo pub in December
EN	IDG announces sale of *Electronic News*
IDG	Ask **Pat McGovern**
IDG	Profile of IDG's Asia/Pacific offices
IDG	Credit group starts busy season with golf tourney
IDCG	Chairman's Achivers: **Frances Mendelsohn**; Third Quarter Winners: **Laura Stoll**, **Kane Scarlett**, **Fran Fox**
IDG	Cartoon caption winners

September 6

NW, IDG Books	*NW*, IDG Books team up for NW Technical Books
South Africa	*Network World* gets off to fast start in South Africa
Romania	IDG inks deal for *PC World Romania*
NW	*Network World* wins four Quark design awards
CW	CWDD helps woo NeXT ads back to Computerworld
IDG	Ask **Walter Boyd**
IDG	Corporate STARs: **Michelle LaJeunesse, Brian Ormsbee, Renee Pierce**
IDG	News Service faciliates sharing of FCW scoop
IDG Books	Book licensees in Mexico, Brazil tap eager market
IDC	IDC celebrates summer with Hawaiian luau
IDG Italy	Chairman's Achiever: **Marco Tennyson**, *CW Italia*
IDG	New cartoon

September 13

Canada	Launch of *CIO Canada*
CW	CW Global Product Support Center formed
NW	*Network World* honors top sales performers
IMS	Ask **Frank Cutitta** (part 1)
CIO	*CIO* turns six, closes books on best year ever
Canada	*DirectAccess* relaunced as *Computerworld Canada*
FCW	Off-site: **Deborah Capone**, Make-A-Wish Foundation
IDC	IDC summer picnic has Hawaiian luau theme
Finland	Chairman's Achievers: *Tietoviikko* editorial staff
IDG	Cartoon contest winners

September 20

IDG	Chairman's Council plans volunteer activities
MSD	MSD tops $90M in FY93 contracts
IMS	Ask **Frank Cutitta** (part 2)
IDG	HIghlights from IDG U.S. demographic report
IW	**Patrick Lyons** races cars under *InfoWorld* banner
IDG Hungary	Do-er's Profile: **Krizstina Havadi**

September 27

IDG	Asia/Pacific managers convene in Hong Kong
IDG News Group	*The Integrator* sponsors first Executive Form
China	Launch of *Electronic Product World* in China
IDG	Ask **Bill Murphy**
IDG	Country round-ups from Asia Managers Meeting
IDG	New cartoon

October 4

IDG	European Managers Meeting in Zurich
China	Launch of China Computerworld Expo
GITG	Ask **Edie Holmes** (part 1)
Finland	**Evi Leppanen** retires from Oy Talentum Ab
China/IDG	**Pat McGovern**, **Hugo Hsiung** on Chinese TV show
IDG	Answers to August 16 IT Trivia Quiz

October 11

IDC	IDC's third European IT Forum tackels tough issues
IDC	IDC Chairman's Cup to **Saiman Hui**, other awards to **Per Andersen**, **Keith Henry**, **Gigi Wang**, **David Vellante**
IDG	**Bill Murphy** postpones retirement to end of FY94
GITG	Ask **Edie Holmes** (part 2)
IDC	*IDC Opinion* focuses on broad market issues
IDG HR	HR hosts session for business unit liaisons
HR.IDG/IDC	IDG sales reps get customized IDC briefing
IDG Books	IDG Books owns 55% of the top 20 bestselling
Israel	Israeli publisher interview for TV program
SunWorld	Chairman's Achiever: **Cedric Higgins**, *SunWorld*
IDG	Donations needed for "Operation Cranberry Sauce"
NW	**J.Gallant**, **Colin Ungaro** ham it up at *NW* awards
IDG	Cartoon Contest Winners

October 18

IDC Gov't	IDC Gov't hosts roundtable on NPR initiative
PCW	*PC World* attains ad sales record for single issue
IDG Argentina	IDG Argentina adds WIndows, Netware newsletters
IDG	Ask **Pat McGovern**
IDG Hungary	Off site: **Lásló Tihanyi**, glider pilot
IDG	Fund established to aid India's earthquake victims
GITG, MW	Receptionist survey winners: **Crystal Walden**, IDCG, **Linda Follin**, *FCW*, **Rhea Stafford**, *M W*
IDG	Donations needed for "Operation Cranberry Sauce"
NW	10th Anniversary: **Mary Fanning**, *Network World*
IDG	New cartoon

October 25

IW	*InfoWorld* images focuses on "courage"
ExecuTrain	ExecuTrain's "Mystery Students" help hone service
Egypt	*CW Middle East* launches online archival service
News Group	News Group renamed Internat'l Publishing Services
TechMedia	*Desktop Video World* to go monthly in February '94
IDG Sweden	IDG Sweden holds first "MaxiData Explosion"
IDG Sweden	Ask **Bengt Marnfeldt**
IDC Scandinav.	Correction: Photo of "the real" **Per Andersen**
LINK	LINK program targets personal productivity devices
IDG Japan	Chairman's Achiever: **Hitoshi Ando**, *SW Japan*
GITG	Do-er's Profile: **Milford Sprecher**

November 1

World Expo	Macworld Expo draws 25,048 to Frankfurt
IDG	IDG/VNU licenses *CW* and *NW* titles to U.K.-based *Computing* and *Connexion*
IDG	McGovern signs license for Ireland's ComputerScope
IDG	Preview of HMO-style John Hancock plan
IDG	Ask **Walter Boyd**
MW	Macworld Global Product Line Meeting highlights
NW	Chairman's Achiver: **Mary Fanning**, *NW*
IDG	Call for "25 words or less" predictions for '94
IDG	Caption winners, mini IT Trivia

November 8

MSD	MSD introduces latest "Buying IT" road show
IDG Switz.	IDC/IDG Switz. develop collaborative relationship
CW	Halloween nuptials for CW's **Patty Faherty**
IDG Books	Ask **John Kilcullen**, IDG Books (part 1)
IDG	IDGers team up for Boston's City Year Serve-a-thon
PCW/IMI	10th Anniversaries: **Barbara Adamson**, *PCW*; **Penny Rigby**, *Publish*
IDG	New cartoon

November 15	
CW	*CW* introduces *Client/Server Journal*
IDG U.K.	*MW U.K.* is country's fastest growing biz-to-biz pub
Romania	Licensee introduces *Computerworld Romania*
CW	*CW*'s Comdex issue yields record gross ad revenue
IDG Books	Ask **John Kilcullen**, IDG Books (part 2)
IDG Japan	Chairman's Achv: **Mayumi Oyamada**, *MW Japan*
IDG	4th quarter Ch. Achiv. winners: **Hitoshi Ando**, **Cedric Higgins**, **Marco Tennyson**
IDG	IDG participates in Framingham spelling bee
IDC	IDC bikers travel from Plymouth-to-Provincetown
CW	10th Anniversaries: *CW*'s **Carolyn Novak** and **Mary Doyle**
IDG	Cartoon winners
November 22	Special Issue: Cover Story (cover premiums focus)
	- Overview from **Colin Crawford**, *Macworld*
	- Guidelines for cover treatments
	- template to help assess the cover
	- terms of the trade
	- Q&A with *MW*'s **Colin Crawford**, **George Clark**
	- CD-ROM helps *Macworld Benelux* boost sales
	- *GamePro* plots cover strategy at monthly meetings
	- Premiums yield mixed results in French market
	- Premiums help boost *PCW España* sales
	- IDG Sweden offers country's first disk premium
	- creativity marks *Macworld Schweiz* anniversaries
	- *PCW* tests different premiums on East, West coasts
	- *Multimedia World* offers CD in full print run
	- IDG Hungary deals with post-Communist system
November 29	
IDG	Worldwide Managers Meeting held in Miami
IDG NZ	**Martin Taylor** wins Chairman's Cup
Vietnam	*PC World Vietnam* doubles circulation; **PJM** visits
IDG	Ask **Bill Murphy**
IDG	Managers share best ideas from 1993
IDG	Operation Cranberry Sauce raises $2,347
IDG	New cartoon

December 6	
INFTW	*PlayRight* targets parents of video game players
IDC	IDC organizes survey of Middle East IT market
IDC	Ask **Kirk Campbell**
IDG	Mgmt. Publishing Institutes held on both coasts
SW/WE	SunWorld Advisory Board goes to the races
IDG	Reminder about holiday giving trees
IDG	Employees support "Caring by Sharing" drive
CW	Chairman's Achiever: **Judy Schultz**
IDG Switz	Do-er's Profile: **Esther Engelmann**
December 13	
IMI	*Advanced Systems* plans Jan. launch; includes *SW*
IDG Czech	IDG Czech looms large at Invex Computer '93
IDG Books	"Dummies" series takes Europe by storm
NW	*NW* seeks partners to market NetDraw abroad
IDG New Zland	Ask **Martin Taylor**
Ecuador	Ecuadorian licensee holds 11th annual COMPU fair
IDG France	IDG France runners conquer New York Marathon
IW	*InfoWorld* gives awards to top sales staff
Finland	*MikroPC* marks 10th anniversary; largest issue ever
IDG	Cartoon caption winners
December 20	Year in Review issue

AIGNER RIP-PROOF^{TM} TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

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IDG World Update

VOLUME 23, NUMBER 1
JANUARY 4, 1993

A look ahead: What's in store for IDG in 1993

A sampling of worldwide business units share their plans for the coming year

Computerworld

A new *Computerworld* product is yielding new revenues and profits from an advertising audience largely untapped in the past. *CW*'s Forecast Issue on January 4 marks the debut of *Computerworld*'s Annual Consultants Directory, a magazine-size vehicle for information systems consulting organizations to reach *Computerworld*'s readers.

While we anticipated the directory would pull approximately 12 pages of advertising from consulting organizations of all sizes, we're pleased to say the final page count is nearly double our expectations. The revenue and profit goals clearly exceeded our plan.

The new product was launched by *Computerworld*'s classified advertising department headed by vice president of classified advertising **John Corrigan**. Sales were handled by the product classified sales team at *Computerworld*, which includes sales representatives **Ted McNulty**, **Paul Bonarrigo**, **Jay Novack**, and **Jay Savell** as well as sales assistant **Tammy Gryniewicz**. Product classified sales are headed by **Derek Hulitzky**.

Other key contributors to the directory were the classified production staff headed by **Cindy Delany** and her team: **Colleen Garland**, **Peter Kelly**, **Judy Schultz** and **Rick Buroni**.

— Derek Hulitzky, director of marketing, product classified advertising

One of our big jobs in 1993 will be digesting all the changes we made in 1992! In the past six months, *Computerworld* has completed a major redesign, revamped our product features and management sections, added a clutch of name columnists and converted to a client-server-based production system. That last change has the most promise for us, because it offers unparalleled flexibility in designing our pages and integrating graphics using WYSIWYG displays and PostScript output. We're just getting comfortable with our new design, and I think we'll begin to tap some of its tremendous flexibility early in the year.

Editorially, we'll focus our coverage heavily on helping readers make the difficult move from proprietary systems to open client/server networks. Workgroup computing, portable computers, advanced desktop operating systems and enterprise networking will also dominate our pages. And it will be framed very much in the context of how to make this happen in lean budgetary times.

— Paul Gillin, executive editor

From the president

During 1993, we will be looking for a great deal of progress toward reaching our two main goals for IDG publications around the world.

These goals are to substantially increase yields per page of advertising and to greatly increase revenue sources from our readers through such items as additional paid circulation, seminars and conferences, videos, newsletters and a variety of other projects planned by various business units.

And, as we enter the second quarter of our fiscal year, we are very pleased to see that many, if not all, of our publications are well on the way to accomplishing these goals.

On the market research side, we see 1993 as a year of consolidation and revitalization and one that will bring new levels of profitability while building an ever more solid foundation for the future.

It is our belief that IDG has never been in better shape and that we are very well-poised for the coming year and the balance of this decade.

— Walter Boyd, president, IDG

As IS managers take center stage in implementing client/server, LAN and PC-based applications, *Computerworld* will increase its coverage of these developments for IS in 1993.

COMPUTERWORLD BUYERS' SCORECARD

To further enchance our coverage of new products and product reviews, *Computerworld* will debut a comprehensive "*Computerworld*'s Guide to..." section for most of the major product areas.

A "*Computerworld* Guide to Network Storage Management," planned for the January 11 issue, for instance, will include articles on the network storage product area, as well as our Buyer's Scorecard on Network Disk Arrays, and the "Firing Line" feature — an on-site evaluation of the latest RAID storage devices conducted by our Product Evaluation Council of key users at large sites.

Computerworld will also be working closely with five new columnists, including some of the sharpest minds in the industry, to present important perspectives on industry and user trends.

These new columnists include Esther Dyson, Michael Schrage, IDC's Senior Vice President **John Gantz,** Max Hopper and Elaine Bond.

Computerworld will also continue rapid deployment of its new marketing programs designed to provide database marketing services and customer recognition opportunities for its advertisers.

The CW Database Division, with the CW Buyers Database and CW Value-Added Reseller Database products, will continue to grow aggressively, expanding substantially its client base in 1993.

In 1993, *Computerworld* will hold the largest number of user recognition award events of any publication in the computer category.

In addition to the company's highly successful Computerworld Smithsonian Awards and the Premier 100 Awards, the Windows World Open will be held in May at Windows World in Atlanta, the Object Application Awards will take place in San Francisco during the Object World show and a new Groupware Application Awards Series is being planned for the Networld show in Dallas.

Computerworld will also hold its second annual Corporate Technical Recruiters Conference June 20-23 in Oak Brook, Ill., that will be attended by more than 300 corporate recruiters who are responsible for recruiting technical professionals. The conference will also include an exhibition area with more than 25 exhibitors who provide human resource application products and services.

— Steve Woit,
senior vice president/marketing

Integrated Media

Integrated Media Inc. has two priorities in 1993: an increased publication presence in the workstation market and the development of additional ancillary products.

To achieve the first goal, *SunWorld* has increased its circulation 40% and *NeXTWORLD* has increased its frequency to six issues per year from four. Both publications will have expositions during the year, and both are planning specialty newsletters to complement the core publication.

THE IDG $100,000 TECHNOLOGY SHOWCASE AND $WEEPSTAKE$

The IMI/Direct division, set up to attract new advertisers for the group's publications, will be the company's largest ancillary launch in 1993.

IMI/Direct's first sweepstakes product, offering marketers a cost-effective opportunity to reach their target audience from a combined circulation file of six IDG publications, will drop January 4. Three additional drops are planned during the year.

Several other ancillary projects — both publishing and non-publishing — are under consideration.

IMI projects continued slow growth in all its niche markets through the summer months leading to resumed growth in the fall.

— Gordon Haight, president

Network World

Network World is uniquely positioned to take advantage of the fact that networking has become the applications platform of the '90s, the umbrella technology so to speak. "Network or die" is today's battle cry, and *Network World* will be leading the networking revolution.

The new products and services below help to extend *Network World*'s franchise while enhancing our brand identity to both readers and advertisers.

PRODUCT DEMO AVAILABLE ON *Network World's BBS* FOR DETAILS SEE PAGE TWO

- NetACCESS — *Network World*'s new interactive advertising service will continue to differentiate *Network World* in the market, in that no other publication has anything like this to offer. It will continue to bring in new and diverse sources of advertisers.
- LAN World — The special LAN demographic is a monthly editorial section for 60,000 *Network World* readers who plan to purchase local area networks in the coming year. As we can see now from the second, highly successful issue, we are getting numerous repeat ads as well as many new advertisers. It's an excellent way to bring LAN vendors into the publication and upgrade them later to other advertising options.
- Special Projects Division — Our newest department boasts huge successes from NetDraw, the clip art software package, *Network World*'s Technical Seminars, which has just completed a successful eight-city tour on LAN Security, and NetText OnLine, which is *Network World*'s editorial online. This group will continue to be a viable source of revenue. More than ever, it will be important to diversify ancillary product offerings.

NETWORK WORLD TECHNICAL SEMINARS

Network World is also looking forward to more collaborative ventures, with *Computerworld* and *InfoWorld*, for example.

— Colin Ungaro, president

IDC

One of the big stories in 1992 was the renewed strength of both the U.S. market and U.S. companies. For the first time in a decade, the U.S. IT market grew faster than the worldwide IT industry. At the same time, U.S. companies gained significant global market share as they leveraged their leadership positions in a wide range of critical IT technologies.

For at least the first half of 1993, these trends will continue. The U.S. economy seems to be rebounding while Japan and much of Europe remain sluggish. The Asia/Pacific market, particularly China, continues to expand, but some previously fast-growing regions such as Latin America are showing signs of fragility, and much of the developing world remains in turmoil.

Despite the much-publicized troubles of giants such as IBM and Digital, U.S. vendors should also continue to gain strength. In 1993, Intel will become the world's largest semiconductor company, while industry leaders such as Microsoft, Sun, Apple, Compaq, Novell, and Lotus along with a wide array of smaller semiconductor, perhipherals, systems, software, networking and services companies will emerge as increasingly aggressive global players.

— David Moschella, senior vice president, Worldwide Research

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The systems and software businesses can be summarized by two broad themes that will likely define the industries for the next several years: 1) a shift in market power, away from traditional systems suppliers toward new types of buyers with new information requirements; and 2) rapid and acute technology substitution. Both factors have had noticeable impacts on suppliers and buyers.

In particular, suppliers have been forced to offer products that expand customer alternatives while at the same time deliver unprecedented levels of investment protection. Buying patterns have changed accordingly. IDC research indicates, for example, that one in five mainframe sites in the U.S. plan to completely retire their mainframe within the next five years and replace it with downsized, distributed platforms. Their motivation is not only lower costs, but as important, to better service a more demanding breed of end user.

Although the software industry continues to show doubl- digit revenue growth, it is becoming clear that software pricing is closely tied to dislocations to hardware economics. The software industry will likely face economic challenges similar to the systems business in the coming years.

— David Vellante, vice president, Systems and Software

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Two major factors have contributed to the vast changes in the way computer products are delivered and serviced. First, the fact that computer hardware is cheaper, faster and smaller than ever means that vendors are relying much more on indirect channels (mail order to systems integrators) than on a relatively expensive direct sales force. They're being more selective in choosing partners as they have less cash (less margin) to support resellers that can't or don't deliver.

Second, customers are re-evaluating the role of computer systems in their businesses and how they are used, and this creates opportunity for firms able to provide IT and business consulting, integration and implementation, and ongoing support. Most of the time this is not the manufacturer of the hardware or software.

We foresee continued good health for companies in the consulting and integration business, a place where many traditional systems vendors are just now staffing up and trying to compete. We'll also be seeing more and more product flowing through indirect channels, particularly low-cost channels, and those that permit the vendor to get in on the higher value solutions for which customers are clamoring.

— Rebecca Segal, vice president, Sales and Services Research

World Expo Corp.

As product cycles continue to get shorter, end users and buyers need to see new products demonstrated. IDG World Expo is perfectly positioned to serve this need.

The expanded '93 calendar includes:

- **ComNet** will celebrate its 15th anniversary in Washington Feb. 1-4 with a host of participating IDG business units. IDC, *Network World* and ComNet have collaborated to unveil the results of the Network World 500 research study.
- **MACWORLD Expo**/San Francisco is predicted to surpass last year's figure of 65,000 attendees. MACWORLD Expo/Tokyo remains the largest attended MACWORLD event worldwide. In February the show wil shatter its world attendance market from last year (80,488).
- **SunWorld** has outgrown the Santa Clara Convention Center and will move to San Francisco's Moscone Center May 10-13. The successful launch of SunWorld in Germany and Tokyo will continue in '93.
- **Object World**/San Francisco, viewed as the world's largest object-oriented expo, again hosts the Computerworld Object Application Awards Program June 14-17. London and Australia will join Germany and Tokyo on the international tour. Object World/Boston debuts Feb. 1-4.
- **Windows World** has established itself as the leading player in the Windows market globally and will continue its success in Frankfurt and Tokyo this year.
- The **Digital Executive Program** (DEP) celebrates its second year of a multiple-year contract with WEC. DEP will offer more than 150 events, including corporate leaders forums and the open systems open house series.
- **Enterprise '93**, the international business executive conference and showcase, premieres June 16-18 in Boston. The show is a partnership between M.I.T., OSF, and Bull Worldwide Information Systems.

— Jim Povec, CEO

Macworld

Apple Computer will release more computer CPUs in the period September 1992 to August 1993 than it has in the previous three years combined. With the success of the PowerBook and Performa series, and with several soon-to-be-announced products geared to serve the high-volume, low-price product segments, Apple is poised to increase its global leadership as the No. 1 seller of personal computers.

Our biggest challenge at *Macworld* is to help Apple convince its third-party hardware and software partners that the Apple market is as robust as any competing operating environment. And, we must develop research that demonstrates the value and necessity of brand development advertising.

MACWORLD
Global Product
SUPPORT CENTER

For me personally, 1993 will be a year of extensive learning opportunities as the Macworld Global Product Support Center moves into full swing. This first-ever IDG development center has one overriding responsibility: to further the company's global-scale efficiency and competitiveness through the sharing of knowledge and expertise while increasing the asset value of the *Macworld* name.

We will work throughout the year to leverage our *Macworld* brand equity: in worldwide magazines, books, exhibitions, conferences and seminars, on-line services, CD-ROM products and many other ancillary products and services.

— Jim Martin,
CEO and publisher

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In 1993 we plan to continue the highly successful reorganization of the sales department that has enabled us to focus our outside sales people on the ROB high revenue pages. Two inside telemarketers manage the mail order accounts over the phone and work with our regional managers if an account demands a personal call. Outside sales staff can then meet with accounts at trade shows and industry events.

Our account managers in the field focus only on the highest revenue ROB accounts. We felt this was neccesary as the mail order part of our market was growing rapidly and taking up too much of the account managers time.

Each of the past few months we have closed with more pages from the mail order account managers, while outside sales people have focused on the high revenue pages.

— Shannon Dolan,
director of advertising

Human Resources

Benefits to be introduced by IDG Human Resources in 1993 include:

•*Flexible Spending Accounts* take effect July 1, 1993. This enables employees to pay for uncovered medical expenses with pre-tax dollars. This would include any copayment portion of a medical bill, vision or psychiatric care in excess of what the plan covers, such as physical exams.

• *International Pooling* takes effect October 1, 1993. Similar to the U.S. concept of group insurance, multinational pooling offers cost-saving opportunities for IDG businesses outside the U.S. Director of Benefits **Tom Mathews** and Martha Stephens will investigate the options and begin discussing voluntary participation with business units in early 1993.

• *Spousal Equivalent Benefits* take effect April 1, 1993. This policy, implemented by a very small number of U.S. corporations, extends benefits coverage, including medical, to spousal equivalents of IDG employees.

Among the development programs planned are:

• *Senior Executive Forums/Europe and Asia*. This forum is similar to the program offered last October in the U.S. for U.S. presidents. The forum will be held for European managers in conjunction with the European Managers Meeting in Munich in May and for Asia/Pacific managers in the fall of 1993.

• *Management Publishing Institute (MPI)*/Spring 1993. This two-day program, an extension of the Publishing Institute, is intended to broaden participants' understanding of the publishing business beyond their functional areas of responsibility. MPI features inside experts presenting topics on editorial, sales, circulation and production. The program will be offered twice in FY 93, on the East and West Coasts. Presidents will nominate candidates to attend.

• *Training for Inside Sales*/January and June 1993. This program is intended for inside sales representatives whose responsibility is to sell by phone. The program will be offered four times, twice on each coast.

— Martha Stephens,
vice president

ETA

Emerging Technology Applications
Your Information Integrator

In 1993, ETA anticipates growth rates well over 50% in the installation and usage of CD-ROM drives. Improved access, speed, powerful software interfaces, multiple platform compatibility, and declining costs make CD-ROM implementations highly viable.

By year end 1992, nearly two and a half million CD-ROM drives will have been installed and within a couple of years, over 25 million people will have access to CD-ROM databases through network implementations. Coupled with the need to find hard information quickly in increasingly competitive markets, CD-ROM provides attractive solutions and opportunities.

The CD-ROM products ETA has developed with IDC and *Network World* are examples of desktop systems that support research, market analysis, and direct response applications.

Using CD-ROM as the anchor technology, ETA will seek to facilitate and support other IDG units develop, market and sell electronic deliverables over the course of the next year. Acting as a support organization, ETA will assist in the development of new products that capitalize on the brand names that exist within IDG publishing units. This strategy will enable each unit to expand its CD in very targeted and individual ways. An example of this is the forthcoming *Computerworld* on CD, which will include a combination of editorial, the Premier 100, and survey data.

ETA will assist in the development of products that capitalize on the brand names that exist within IDG publishing units.

CD-ROM technology also provides opportunities within IDG to combine content and sell across channels—thereby capitalizing on and enhancing coordination among IDG units. For example, special edition CD-ROMs can be enhanced with event-specific content and could have the sponsorship of an advertiser. An example of this is the upcoming ComNet on CD disc to be released by World Expo Corp. at ComNet 93.

— Paul Earl, president

IDC

International Data Corp. expects in 1993 to continue to consolidate its position as the leading provider of market research and consulting to information technology vendors. Revenues are expected to grow by at least 15% in the U.S. and overseas. IDC will sell an increasing number of pan-European research services at IDC's Expertise Centers located throughout Europe. The fastest growing regions for IDC will be in Asia and Latin America. Another region that is experiencing high market interest is the Middle East, where IDC is developing the first major IT study of the region.

IDC will, in the new year, sponsor its annual Briefing Sessions in more countries than ever before. The U.S. Briefing Sessions in Boston and Silicon Valley will be presented to the largest audiences ever to attend an IDC briefing session. IDC also expects by the end of 1993 to add electronic on-line delivery to the written and CD-ROM delivery methods available for IDC's market research.

— Kirk Campbell, president

InfoWorld

- Events and Conferences: *InfoWorld* will expand the "InfoWorld Editorial EXPOsure" series of panel discussions and product forums to several new markets. An important new conference for *InfoWorld* readers is being planned (working title is InfoConference). The annual "Agenda" conference will be expanding to larger facilities.
- Editorial: Editorial has been enriched and will be working to more aggressively pursue strong news stories and case studies. The InfoWorld Test Center will be expanding network testing capabilities.
- Circulation: *IW* will be continuing to press the importance of the strong delivery of non-computer-related business units as a differentiating factor vis-a-vis *PC Week*. We'll also continuing to develop *InfoWorld Direct*'s circulation.
- Research: *InfoWorld* will be taking a stronger stand with the major syndicated research tools, especially the Simmons CompPro study, and more closely coordinating our research projects with those managed by IDG colleagues.
- Marketing: The network-related trade shows will become more important to *InfoWorld* in 1993. And more of our promotional activities will include cosponsors drawn from our advertiser base and/or within IDG.
- *InfoWorld Direct*: The staff will continue to expand the number of well-known brand advertisers and to promote the value of the National Price Indices.
- *PC Letter*: *PC Letter*, the industry newsletter, will be redesigned to better reflect the style of **David Coursey**, the new editor, and to better accommodate electronic distribution.

— Kevin Ellis,
director of marketing

Corporate Credit

The IDG Corporate Credit Department is developing a "Welcome Package" program for 1993, which will familiarize new sales and financial personnel at the business units with the Corporate Credit Department.

The package will include a copy of our new Corporate Credit Manual along with credit applications, credit policies, and a list of Credit Department contacts for the specific business unit and will be sent to new personnel.

The goal of the program is to enhance the communication between the Credit Department and the business units. We are very excited about this program and feel it will create a better working relationship right from the start.

— Jay Boviard,
corporate credit manager

IDC/TIS

IDC/Technology Investment Strategies, a team of IDC analysts and consultants who serve end-user organizations looking to maximize their use and investment in information technology, will be launching its IT Metrics Program in 1993. The aim of this program is to construct detailed information systems profiles of a select group of Fortune 100 end-user organizations.

While the program will provide much insight into technology adoption and attitudes towards IT suppliers, the program is focused more broadly on issues influencing the use, funding, management, and planning of information technology as it relates to an organization's business objectives.

For example, the IT Metrics Program will examine rightsizing and systems reengineering efforts; organizational approaches to managing distributed information systems; cost justification strategies for new technologies; benefits analysis of open systems; and IT and business plan synergy.

— Mark Leary, research director

International News Group

What new corners of the world will reach out to join the IDG family in 1993? There are plenty of opportunities. The Soviet Union and Yugoslavia have splintered into individual republics, offering lots of new candidates. Slovenia has already signed on. The northern tier of African states may soon be able to support publications, as may additional Middle Eastern and South Asian countries.

Just as important will be the additional publications launched by existing IDG partners around the world. In 1993, look for new titles ranging from *Computerworld Middle East* to *Computerworld Peru.*

Why launch titles in these far-flung locations, since they are long-term projects with low profits for the first few years?

The answer is twofold. First, the presence of IDG publications helps the markets to grow faster and stronger. Second, this is the very nature of IDG — we are a global company. We need to be able to say to our customers, "Anywhere in the world you want to take your products and services, IDG can help you."

Now, does anyone have a flight schedule into Mogadishu...

— David Hill, president

IDG IS

At IDG Information Services, we have a three-year plan to replace all the financial software the company currently uses with relational, client/server software, which will give us the flexibility to handle the differing requirements of various business units. In 1993, we will be replacing the revenue systems, including billing and accounts receivable. In 1993, we will also be working on the networking of IDG in the U.S. — connecting every business unit and corporate office to facilitate communications among the offices as well as promote resource sharing. Our international offices will continue to be connected to the network through GE BusinessTalk.

— Nancy Newkirk, director

IDG Books Worldwide

IDG Books Worldwide's primary objectives for fiscal year 1993 include the following:

- Launch the second edition of *DOS for Dummies* in the third quarter and establish the *"...for Dummies"* series as the best-selling computer book series ever published by hitting the two million copies in print mark by the end of the fiscal year.
- Launch the *InfoWorld/ Network World/ Computerworld* line of professional/technical/reference (PTR) books to include titles such as Client/Server Programming, Network Security, OS/2, Netware and E-mail.
- Test the *"...for Dummies"* brand in a co-venture with a professional video company with the launch of *DOS for Dummies: The Video.*
- Roll out nationally a point-of-sale unit inside computer and book stores to cross-merchandise *Macworld* and *PC World* books with *MW* and *PCW* magazines in value-added bundles and other sell-through assortments.
- Help IDG's overseas business units launch successful book publishing/sales ventures to globalize the IDG Books brand by providing translations in every major market around the world.

— John Kilcullen, president

IDG News Service

The News Service hopes to build on its success this year in forging a proactive international news gathering operation that serves all IDG publications worldwide. Expanding our network of News Service correspondents and better focusing their coverage to meet the specific needs of IDG editors will be our primary goals for the year.

Having added correspondents in Munich, London and the U.S. (Boston) this year, we hope to add at least one or two new correspondents in the later half of 1993, as well as strengthen our existing bureau operations. Among the potential locations for new News Service correspondents are Southeast Asia, central or eastern Europe and the West Coast of the U.S.

In addition to expanding our correspondent network, we plan to focus our resources more sharply on the needs of our constituent IDG publications, primarily through better and more timely communication with IDG editors worldwide. The News Service is also exploring ways to provide friendlier and more capable methods of accessing the content of the news wire.

— Rob Garretson, director

East Coast Collaborative Training Program

Courses offered for January, February and March

For West Coast Listings see Over

Management Program

Course	Date	Time	Location
Fundamentals of Management	Monday, January 11, 18, 25 &	9:00 am - 1:00 pm	IDG Tax Conf. Rm
(Four half day modules)	Monday, February 1,	9:00 am - 1:00 pm	IDG Tax Conf. Rm
Interviewing Skills	Wednesday, January 27	9:00 am - 5:00 pm	IDG HR Conf. Rm
Leadership	Monday, March 15	9:00 am - 5:00 pm	IDG HR Conf. Rm

Professional Program

Course	Date	Time	Location
Project Management	Monday, February 22 &	9:00 am - 5:00 pm	IDC Large Boardroom
	Tuesday, February 23	9:00 am - 1:00 pm	IDC Large Boardroom
Pre-Management Development	Wednesday, March 31	8:30 am - 5:00 pm	IDG Tax Conf. Rm

Wellness Program

Course	Date	Time	Location
First Aid / Adult CPR	Wednesday, February 17 &	3:00 pm - 7:00 pm	IDG Tax Conf. Rm
	Thursday, February 18	3:00 pm - 7:00 pm	IDG Tax Conf. Rm
Stress Management	Thursday, March 4	8:30 am - 12:30 pm	IDC Large Boardroom
Adult CPR Recertification	Thursday, March 25	3:00 pm - 7:00 pm	IDG Tax Conf. Rm

Technical Program

Executrain--PC Courses

Course	Date	Time	Location
Overview of Windows	Tuesday, February 16	1 day (8:30 - 4:30 pm)	Executrain
Overview of Windows	Friday, March 5	1 day (8:30 - 4:30 pm)	3 Speen St., Ste 200
Lotus 1-2-3 for Windows	Monday, March 8	1 day (8:30 - 4:30 pm)	Framingham, MA
Beginning Lotus 1-2-3	Tuesday, February 2	1 day (8:30 - 4:30 pm)	
Beginning Lotus 1-2-3	Wednesday, February 17	1 day (8:30 - 4:30 pm)	
Beginning Excel 4.0	Friday, February 5	1 day (8:30 - 4:30 pm)	
Beginning Excel 4.0	Thursday, February 18	1 day (8:30 - 4:30 pm)	
Advanced Excel 4.0	Friday, February 26	1 day (8:30 - 4:30 pm)	
Windows 3.1	Friday, February 12	1 day (8:30 - 4:30 pm)	
Windows 3.1	Thursday, March 18	1 day (8:30 - 4:30 pm)	
Intermediate Windows 3.1	Wednesday, February 10	1 day (8:30 - 4:30 pm)	
Intermediate Windows 3.1	Monday, March 8	1 day (8:30 - 4:30 pm)	
Beginning Paradox	Tuesday, March 9	1 day (8:30 - 4:30 pm)	
Intermediate Paradox	Tuesday, March 23	1 day (8:30 - 4:30 pm)	
Word for Windows	Tuesday, February 2	1 day (8:30 - 4:30 pm)	
Word for Windows	Thursday, February 25	1 day (8:30 - 4:30 pm)	
Beginning WordPerfect 5.1	Monday, February 1	1 day (8:30 - 4:30 pm)	
Beginning WordPerfect 5.1	Tuesday, February 16	1 day (8:30 - 4:30 pm)	
Intermediate WordPerfect 5.1	Thursday, March 11	1 day (8:30 - 4:30 pm)	
Intermediate WordPerfect 5.1	Friday, March 26	1 day (8:30 - 4:30 pm)	
Harvard Graphics 3.0	Wednesday, January 27	1 day (8:30 - 4:30 pm)	

NOTE: The most requested PC courses and locations have been listed. Other PC courses are available. For more information, call Theo Guest at 508-935-4766 or contact your HR representative. Courses already full have not been listed. IDC and IDG locations are at 5 Speen St., Framingham, MA.

Management / Professional / Wellness / Technical Programs

IDG West Career Training & Development Program

Courses offered for January, February & March

For East Coast Listings see Over

Management Development

Course	Date	Time	Location
How to get Information to flow: A course in Management Communication	Monday, January 25	8:30 am - 5:00 pm	Hyatt Regency, San Francisco Airport
Interviewing Made Easy: How to Find the Right People for the Right Jobs	Monday, February 1	8:30 am - 12:30 pm	Hyatt Regency, San Francisco Airport
Getting People Committed & Accountable: Coaching and Performance Management	Monday, March 1	8:30 am - 5:00 pm	Hyatt Regency, San Francisco Airport

Professional Development

Course	Date	Time	Location
Presentation Skills--Basic	Monday, January 11	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Presentation Skills--Advanced	Monday, January 11	1:00 pm - 5:00 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Who is my Client? Quality Service Inside the Business	Monday, February 8	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Presentation Skills--Basic	Monday, March 8	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Presentation Skills--Advanced	Monday, March 8	1:00 pm - 5:00 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Conflict Resolution	Monday, March 15	8:30 am - 12:30 pm	China Basin 185 Berry St., Ste. 6440 San Francisco

Technical Development

Course	Date	Time	Location
Adobe Illustrator for the Mac	Tuesday, February 2	8:30 am - 12:30 pm	Abacus Training 130 Battery St., Ste. 380 San Francisco, CA
Harvard Graphics for Windows	Tuesday, February 9	8:30 am - 12:30 pm	
Aldus Freehand for the Mac--Basic	Tuesday, February 15	8:30 am - 12:30 pm	
Quark Xpress--Basic	Tuesday, February 23	9:00 am - 4:00 pm	
Q & A Word for the PC--Basic	Tuesday, March 2	8:30 am - 12:30 pm	
Q & A Database for the PC--Basic	Tuesday, March 9	8:30 am - 12:30 pm	
Pagemaker for the Mac--Basic	Tuesday, March 16	8:30 am - 12:30 pm	
Aldus Persuasion for the Mac--Basic	Tuesday, March 23	9:00 am - 4:00 pm	
Harvard Graphics for the PC (Dos)	Tuesday, March 30	8:30 am - 12:30 pm	

For more information, call Laurie Durlester at 415-312-0594 or contact your HR Representative.

Management/ Professional/ Technical Development

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, January 4, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

REVIEWS EDITOR (IFW)

This Editor will ensure that the product comparison and reviews meet InfoWorld standards for appropriateness, technical accuracy, writing quality, and timeliness. The ideal candidate will coordinate day-to-day editing process for reviews and product comparisons. This individual will also enforce deadlines, supervise editors and the editing process. Requires 5 - 10 years editing/journalism experience (within the PC industry preferred).

COPY EDITOR (IDG/B)

The individual in this position will work with Project Editors in delivering to authors all pertinent information regarding manuscript writing, marketing contacts and other information. Responsibilities include copy editing, format chapters and apply styles as described by project editor. The ideal candidate will maintain book-specific conventions. Requirements include 1 - 2 years book copy editing experience, a degree in English or related field, computer literacy, excellent communication skills, and orientation to detail. Book publishing experience is a big plus.

PROJECT EDITOR (IDG/B)

The Copy Editor will serve as the primary link to authors for all matters connected to book project management. The individual in this position will interact with other editors, as well as the production and marketing departments. Requirements include a four year degree, computer proficiency, project management skills. Book or magazine publishing experience is a must.

EDITORIAL ASSISTANT (IDG/B)

The successful candidate will assist the Managing Editor and Project Editors in performing general clerical duties and special projects as requested. Candidates must have excellent organizational and project management skills and be detail oriented. One to two years secretarial or general office experience is desirable. Computer literacy and WP experience a must. Ability to use database and spreadsheet programs a plus.

CHIEF FINANCIAL OFFICER (PCW)

Reporting to the Publisher, the individual in this position is responsible for overseeing PC World's financial operations, analysis and direction as well as providing strategic business recommendations. This position requires a BA in Accounting, managerial experience in budgeting, forecasting, planning and control systems as well as 15 + years experience in magazine publishing finance.

WESTERN ADVERTISING DIRECTOR (PCW)

The Western Advertising Director will oversee the western advertising sales operation to ensure the completion of regional goals. The ideal candidate will maintain an aggressive level of sales, customer contact and problem-solving leadership in a positive selling environment. This individual is also responsible for creating effective sales strategies and establishing aggressive sales targets to maintain magazine growth. Previous advertising sales experience is required, preferably in the computer industry. Prior supervisory and/or management experience is preferred. The successful candidate must possess a working knowledge of research and promotional information as well as excellent oral and written communication skills.

CIRCULATION MANAGER--MULTIMEDIA WORLD (PCW)

Responsibilities in this position include managing all circulation related activities, including new business promotion with special emphasis on card-in-box. Other responsibilities are renewal and billing, fulfillment (Neodata), budgeting, forecasting, management reporting and analysis. Position reports to the Circulation Director of PC World and requires someone comfortable in a "hands on" situation with a start-up magazine.

Job Opportunities

Revised: January 4, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
IDG	P/T Office Assistant	News Group, Boston, MA	C. Pierce	(617)423-9030
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NW	Regional Sales Rep.--S. California	S. California	S. Perry	(508)935-4407
NW	Mailroom Assistant--part time	Framingham, MA	S. Finlay	(508)820-7424
NW	Sales Associate --part time	Framingham, MA	S. Perry	(508)935-4407
IDC	Senior Analyst, Sales & Services	Framingham, MA	R. Segal or M. Melenovsky	(508)935-4321 (508)935-4259
IDC	Staff Accountant	Framingham, MA	D. Bernardi	(508)935-4761
IDC	Research Analyst, International	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
TIS	Group Operations Coordinator	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
FCW	Circulation Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IFW	Reviews Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Director of Finance	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Technical Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Copy Editor (P/T)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Editorial Assistant	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Copy Editor	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Ad / Cust. Service Rep.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
PCW	Chief Financial Officer	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circulation Mngr--MultiMedia Wld	*PCWorld*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	T. Ohara	(415)978-3204
PCW	Production Assistant	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Asst. --Circ.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Accounts Payable Clerk--30 hrs.	*CWPI*, Framingham, MA	J. St. Martin	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
A+	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Subscription / Promo. Specialist	*GamePro*, San Mateo, CA	H. Klingel	(415)363-5200
GPI	Editor	*GamePro*, San Mateo, CA	L. McDermott	(415)363-5200

IDG Germany

This will be a difficult year for us, since Germany is at the beginning of a recession. One of our goals is to support our clients in providing them with all important information about the Eastern European market. To do this we are considering producing a bimonthly newsletter and plan on promoting our partners at German fairs and other events.

In addition, we are planning to develop an image campaign to emphasize the international scope of IDG. This campaign is well-timed in that it will stress the positive nature of global business at a time when some radical groups in Germany are attacking foreigners.

— Eckhard Utpadel,
managing director

■ ■ ■

I am expecting a difficult but interesting year. The situation in our business field will change to a struggle for existence. *PC Welt* has a strong position right now in the market of monthly PC magazines, and we are expecting a circulation of more than 100,000, which will make us one of the top four computer publications in Germany. But Ziff-Davis will be introducing a new magazine, *PC Computing*, which will compete directly against *PC Welt*, and there will be three to four new IT publications published by other competitors. As a result, we have to make a large investment in marketing activities to come out ahead in this battle.

Macwelt will continue its persistent quest to become No. 1. We are on the right track — our figures always show a respectable rate of increase, and we are optimistic about reaching our goal in 1993.

— York von Heimburg,
publisher,IDG Germany
magazine division

IDG Sweden

IDG Sweden will focus its attention on four priorities in the coming year:

- **Continue growing at a rate of 20% to 25%.**
- **Invest as much as possible in our database activities.**
- **Launch more inexpensive pocket books and introduce one new expo concept on the market.**
- **Consolidate our position as the dominant publisher of 12 computer publications in Sweden.**

— Bengt Marnfeldt, general manager

Oy Talentum Ab

We are anticipating that 1993 will be a little better year than 1992 was for the IT industry in Finland.

IDG's three Finnish publications — *MikroPC*, *Tietoverkko* and *Tietoviikko* — reached the No. 1 position in their respective markets during the past year.

By investing in even better quality, including electronic layout of the publications; in more effective approaches to covering the market; and in tighter cost controls, 1993 will see us continue to be the leading IT publisher in Finland.

In 1993, *MikroPC* will continue to broaden its editorial scope to reflect the increasing importance of the integration of PC-, Mac- and Unix-based hardware and software.

In addition to the tests and comparisons *MikroPC* currently publishes, we will also print case studies explaining how various users have employed technology to solve business problems.

MikroPC, the largest circulation PC magazine in the Nordic countries, will celebrate its 10th anniversary this year. To mark the occasion, we will publish a special issue in March devoted to mobile computing. The issue will be distributed along with *MikroPC* to a total of 42,000 readers (10,000 more than the normal circulation of *MikroPC*) The extra issues will target managing directors, marketing directors and sales directors at leading Finnish IT companies.

MikroPC has also recently unveiled a new title logo and many improvements in its layout designed to improve readability.

In 1993, *Tietoviikko* will launch a new reader service: a Buyer's Guide/Buyer's Scorecard that will provide information regarding the manufacturers, prices, features and capabilities of various products including 486 PCs, auxiliary memories, printers, high-resolution displays, E-mail software and palmtops. Many of the product spotlights will be accompanied by a user satisfaction survey.

Tietoverkko is planning to publish a new section that will feature a significant Finnish networking project in each of its spring issues, spotlighting some of the real issues users will face in building new networks.

— Ulla Takala, director,
IT Publications

IDC Italy

IDC Italy is planning a full agenda for 1993. The company's priorities are:

- **Analyze the market from a user's point of view.**

- **Present to the market an offer easily recognized by clients in terms of IDC added value.**

- **Enlarge the IDC market toward nontraditional areas (users, software houses, telecommunications, etc.).**

In order to reach these goals our activities will involve:

- **Conducting IT users' investments attitude research (1,000 interviews in six sectors).**

- **Hosting several conferences in Milan, including a users conference (February 18), the IDC Briefing Session (March 19), and a telecommunications conference (June 15-16).**

- **Offering clients more consulting services and new IDC products that will further assist clients' marketing operations.**

— Guiseppe Musco, president

IDG Italy

In 1993, IDG Italy will cease to be only a publishing company; instead, it will become a provider of a network of services for the IT industry. Among the offerings we have planned for 1993 are:

•Five different magazines: *Computerworld Italia*, *Macworld Italia*, *Networking Italia*, *PC World Italia* and *Lotus Magazine Italia*, the first issue of which is due out Jan. 18.

• Various newsletters targeting specific customer needs. Three of these newsletters will be launched shortly in conjunction with Hewlett-Packard and Raphael Informatika.

• Promotional services such as calendars, media kits and vertical market company rankings have been proposed to several customers who will sponsor these efforts.

• Cross-advertising for IDG Books with local book publishers who will in turn promote our magazines and offer special discounts for IDG Books' offerings.

• Organization and promotion of IT expositions. We are planning two expos in 1993: Windows World Expo in Milan March 31- April 3 and Macworld Expo in Milan May 5-8.

• A weekly IT television show, currently scheduled to launch in mid-March.

• CD-ROM production and marketing. We currently have two CD-ROM projects under way: CD-ROM for Expos will contain information about expo activities and profiles of companies in attendance; a CD-ROM for our magazines' readers will contain software applications and marketing news on IT products.

• Organization and promotion of seminars and conferences with IDC Italia and sale of IDC studies. We have planned four such events during the first half of 1993.

— Brunello Bossi,
general manager

IDC — Northern and Central Europe

IDC is well-positioned in Northern and Central Europe in 1993 to be the premier source of marketing intelligence for the entire IT industry. The region, which represents close to 55% of the entire European market, will be serviced by a consolidated IDC research team with expertise in the entire spectrum of IT functionality and marketing.

Priorities include the launching of two programs. The IT Business Value program investigates the application of IT to business issues and monitors IT investment in terms of tangible results. The Vertical Solutions Program will measure the position of industry spending in IT.

In Germany, IDC will tap powerful new opportunities by consolidating the PCs and Distribution Channels into a new program. The focus is also very much on IT services in Germany, where another new program will explore this enormous opportunity for vendors and service companies.

In 1993, IDC Scandinavia will join a consortium of companies launching a metropolitan area network throughout Europe. Our role will be to identify the corporations willing to take advantage of multimedia communications within their application environments.

The software industry in Europe continues to grow in double digits and is expected to become one of the key areas for the European Software and Services Expertise Center now operating out of Copenhagen.

Equally, the Unix Expertise Center has proven to be the most successful European research program to date, and we will be offering a monthly tracking service for clients to further capitalize on this lucrative market.

Overall, the prospects for the company should be bright and even more exciting than ever.

— Edward O'Hara,
managing director

IDC Singapore

After an 18-month hiatus, IDC Singapore reopened under its current management team in April 1992 and now expects to do close to $500,000 in business this fiscal year.

During this short time, we have conducted three regional projects and have been able to build rapport with nearly all the significant IT vendors in Singapore.

We have five professionals in our offices in Singapore and Malaysia and plan to expand to have eight people on board in 1993.

> *In about two years time, we plan to emerge as IDC's regional hub for the ASEAN countries.*

This year we would like to establish price tracking programs for PCs and peripherals across the Asia-Pacific region. We will also be conducting projects focused on distribution channels. Another area where we will try to build up expertise will be the area of professional services. These areas are in consonance with the concerns of the vendor community in this region.

As a corporate mandate we wish to be an active bridge between the vendors and the end-user community. We intend to hold small discussion groups and larger presentation sessions involving the different sections of the IT community here. We plan to take full advantage of visiting IDC/IDG members from the U.S. and Europe for this activity.

In about two years' time we plan to emerge as IDC's regional hub for the ASEAN countries—Malaysia, Singapore, Thailand, Philippines, Indonesia and Brunei. These countries are registering very good economic growth rates and consequently represent a market of great interest to IT vendors.

— Dr. N. Srinivasan, general manager

IDG Japan

> *We are taking advantage of the recession with an agreement to rent new space which is 40% larger and 50% cheaper.*

In 1992, the Japanese computer industry experienced a tough year, with total production falling 10.2% compared to the previous year, the first decrease since the 1975 oil crisis. We cannot be too optimistic for 1993, either. Having said that, however, we have good news, too. Together with the launching of Microsoft's Windows Version 3.1, IDG Japan will launch a monthly *Windows World*. Our new publication will debut at Windows World Expo to be held in June 1993 in Makuhari, near Tokyo.

Another piece of good news is that we are taking advantage of the recession. For the last 12 months, Tokyo office rent prices have drastically dropped due to the slow economy and over supply. We reached an agreement to rent new space which is 40% larger and 50% cheaper. The new building, which we will move into by February 28, will accommodate all of IDG Japan business units: IDG Communications, *Macworld*, World Expo Corp., and IMS. It is also five minutes walking distance from IDC Japan.

— Kozo Hiramatsu, president

IDG New Zealand

New Zealand's economy has probably "bottomed out," so we are looking forward to a very modest upswing in general economic activity. Our overall strategy continues to revolve around boosting the percentage of revenue we receive from sources outside traditional display advertising while increasing our total share of the display ad market.

> *We will increase total spending from key clients through a new "network buy" program that offers attractive incentives to boost advertising spending in all IDG publications.*

Computerworld New Zealand will have a redesign with its first issue of 1993, which will emphasize coverage of PCs, networking and technology analysis. To complement the lab-based testing of new products, *Computerworld* will also introduce Site Tests which evaluate established products as they perform in real installations over time.

PC World New Zealand will experiment with some special issues such as a *Guide to Windows* and a *Guide to Buying PCs*.

We will increase total spending from key clients through a new "network buy" program that offers attractive incentives to boost advertising spending in all IDG publications as well as encourage clients to buy more exhibition and direct marketing products from us.

We will also increase the number of companies we do business with. We've set up a new business team to introduce new clients and upgrade our business from smaller clients. The team will concentrate on many of our products that lie outside traditional display advertising.

We have a major push planned into the conference market, initially in conjunction with our three exhibitions. As well as being a major new source of revenue, strong conference activity will increase the value of our shows.

— Martin Taylor, general manager

Calendar 1 2 3

JANUARY 6-9
MACWORLD Expo/San Francisco
San Francisco, Calif.

FEBRUARY 1-4
ComNet '93
15th Anniversary Show
Washington, D.C.

FEBRUARY 1-4
Object World/Boston
Boston, Mass.

FEBRUARY 4-6
MACWORLD Expo/Madrid
Madrid, Spain

FEBRUARY 10-13
MACWORLD Expo/Tokyo
Tokyo, Japan

MARCH 4
IDC Briefing Session
Santa Clara, Calif.

MARCH 7-10
CIO Perspectives Series
"IT Assets: Balancing People,
Property and Performance"
Tucscon, Ariz.

MARCH 10
IDC Briefing Session
Boston, Mass.

MARCH 10-12
PC World/PC Windows
Metro Toronto Convention Center
Toronto, Canada

MARCH 19-20
South American Managers Meeting
Miami, Fla.

MARCH 26-28
IDG Long Range Planning Meeting
Wellesley, Mass.

MAY 21-22
European Managers Meeting
Munich, Germany

SEPTEMBER 15-16
Asian Managers Meeting
Hong Kong

SEPTEMBER 20-21
European Managers Meeting
Zurich, Switzerland

SEPTEMBER 22-24
IT Forum
Venice, Italy

NOVEMBER 10-12
Worldwide Managers Meeting
Miami, Fla.

Wanted: Your Calendar Listings

IDG World Update would like to publish as comprehensive a calendar listing as possible in the upcoming year. If your business unit is planning a seminar, conference, exposition or show that would be of interest to your colleagues, please send the relevant information to _World Update_ for inclusion in the Calendar section at any time during the year.

IDG World Update would like to thank all those people who took the time during the busy end-of-year/holiday season to contribute to this issue.

Happy New Year!

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

The annual *World Update* survey results are in
- PAGE 2

GITG's Ken Kaplan takes a turn as this week's On line guest
- PAGE 3

IDG employees share holiday spirit with less fortunate neighbors
- PAGES 4-5

IDG *World Update*

VOLUME 23, NUMBER 2
JANUARY 11, 1993

Distributique lures advertisers with creative campaigns

In the face of aggressive competition from PC magazines and a crisis in the European distribution channel IDG France's *Distributique*, has had to work very hard to win its share of advertising dollars. Thanks to the outstanding efforts of the publication's hard-working advertising staff, *Distributique* has launched a number of highly successful campaigns that have set it apart from its competition and attracted advertisers to its pages.

In keeping with the spirit of the recent holiday season, the December issue was mailed to all subscribers and advertisers in a cardboard box, decorated to look like a gift. Inside, in addition to the magazine, were coupons redeemable for a free copy of the latest Novell software, Netware Lite, valued at $100, a brochure containing a demonstration diskette of Intel Network Printing solutions, a 36-page catalog from a national distributor and a special "Christmas Greetings" insert containing letters written by advertisers on their own letterhead wishing their resellers a Merry Christmas and Happy New Year.

"This type of creative advertising now accounts for approximately 30% of our advertising income," noted Advertising Manager **Evelyne Tchoutakian**. "Most of these special campaigns are entirely conceived and designed by us. This means we act almost as a substitute or an adjunct to the advertiser's own agency. Our argument is that communication to resellers and VARs needs to be very specific — and it works!" she added.

ALL ABOARD

The company is also hard at work on what is sure to be a highly visible promotion late this spring. From June 8-18, manufacturers, major PC vendors, software publishers and national distributors will board the first "Computer Train" to meet resellers, VARs and leading end users throughout France. The Computer Train, chartered by *Distributique* will visit nine cities giving participants a chance to meet leaders in local distribution as well as IS managers and decision-makers in large accounts. Some 250,000 invitations will be sent to large account managers and distribution VIPs.

The Computer Train will visit nine cities during its 11-day run.

"The train will comprise a minimum of 17 cars," explained Tchoutakian. "Participants will be able to exhibit their products, organize conferences, and meet new partners and customers."

Evelyne Tchoutakian predicts "outstanding media coverage" for the Computer Train.

Distributique

Distributique journalists will be on board the train at all times to meet exhibitors and their partners. In addition, they will organize several conferences in each town.

"The event will receive outstanding media coverage," noted Tchoutakian, including an advertising campaign that will run in all five of IDG France's publications, radio spots, national and local press coverage as well as television exposure.

"Many of our advertisers have expressed great enthusiasm about this project," said Executive Publisher **Gerard Adamis**. "It is less expensive than the tours they organize themselves, and with such extensive media coverage, the impact will be really outstanding."

A message from the publisher

Happy New Year!

As usual at this time of year, IDG *World Update* has just completed its annual reader survey. We are pleased with the results but would like your continued input.

In this year's survey the ever-popular "On Line" column of questions and answers with Pat McGovern, Walter Boyd and Bill Murphy was knocked out of its No. 1 spot by none other than the "Off Line" cartoon caption feature. Let it never be said that IDG employees do not have a sense of humor!

Nearly 150 employees responded to the survey, with 80% saying they read every issue and 75% rating *World Update* Very Good or Excellent. Close behind the "On Line" and "Off Line" columns in popularity were the "Doer's Profiles" of employees around the world.

Anniversaries of employment remain extremely popular, though they were actually slightly outpolled by the "Noteworthy" column about new employees, transfers and promotions.

On the more technical side, 70% of you said *World Update* is very good or excellent when it comes to writing. On the other hand, only 56% gave it a very good or excellent for accuracy. We want to improve that score, and we ask that any inaccuracies be brought to our immediate attention for correction.

Looking at ways we might change *World Update*, it is clear you like the current printed product and do not want a fax product. Less than 10% of respondents wanted to give up the quality of a printed product for the timeliness of a fax edition.

On frequency of publication there was much more division. More than half of you think *World Update* could be published less often than weekly. As a result we are looking at the calendar and considering whether there are times of the year like high summer when the frequency might be reduced.

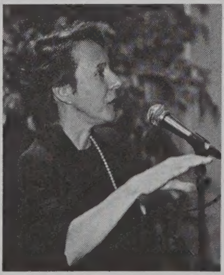
Finally, here are a few other points about *World Update*, how it works and how you can make it better:

- **Noteworthy** - HR representatives or other appropriate contact persons at each business unit should deliver these to *World Update*. We have standard forms. Let us know if you need some.
- **ESOP and Benefits** - Please direct your questions about these areas to your business unit management or the "Ask HR" column. We do not handle these in the "On Line" column because the answers do not apply to all business units.
- **On Line** - The success of this feature is up to you. We need your questions for Pat, Walter and Bill. No reasonable question is rejected, and we guarantee anonymity to all who submit questions!
- **Anniversaries** - It is the responsibility of each business unit to supply anniversary information to *World Update*. In a decentralized company there is no central personnel office that keeps this data. If your anniversaries are not appearing, talk with your business unit management and get someone designated to supply this information.
- **Story ideas** - We love them. Do you know about a successful marketing campaign? New product launch? Interesting employee? Fantastic success? Miserable failure that taught you something? Let us know.

World Update is only as good as you help us make it. Keep in touch!

David F. Hill, publisher

CW receptions keep clients apprised of changes



Dyson

As part of an ongoing effort to inform agencies and clients how *Computerworld* strives to meet readers' changing needs and give advertisers an edge in the marketplace, *CW*'s sales and marketing staff held two receptions early last month in San Francisco and San Jose, Calif.

Associate Publisher **Kevin McPherson** outlined the editorial improvements *CW* has put into place recently to deliver news and analysis in a tightly focused and easily accessible format, including a redesign, new editorial sections and five new contributing columnists. He also reviewed some of the marketing programs that will take advertisers into the '90s, such as the IS Brand Preference Studies, CW Database Division products, user awards and industry forums.

Featured speaker Esther Dyson, editor of *Release 1.0* , discussed "The Role of the Computer as Communicator."

"Esther's talk was both informative and provocative," said CW Senior Vice President/Marketing **Steve Woit**. "The evening was a great opportunity to introduce one of our newest columnists to leading advertisers and prospects in the Bay Area."

COMPUTERWORLD
For the '90s

David Weintraub photos

(From left) CW Burlingame Sales Assistants Emily Grayton and Michelle Beals, Executive Assistant Leticia Lehane and Sales Associate Candace Splivalo helped organize the events. Not pictured is Sunnie Scarlett.

On line

ASK KEN

Ken Kaplan, CEO of Government Information Technology Group, Inc. (GITG) in suburban Washington, D.C., takes a turn as this week's guest columnist.

Q How do you intend to expand GITG's vertical market and make it more competitive?

A The size of the government IT market is staggering: $25 billion in federal government IT annual expenditures, another $25 billion in state and local and more than $70 billion in government outside of the U.S.

The GITG mission is to provide quality information on the procurement, use and management of IT at all levels of government and the industry that sells to it. Today GITG comprises the leading government IT newspaper, *Federal Computer Week*, and the largest research company exclusively focused on government, IDC Government (IDCG). In the next six months, we will add a government trade show company. *FCW* is creating a newsletter division that has the potential to grow into a GITG company. Other companies will be developed or acquired as they meet our customers' needs and our own profit objectives.

Q Which of IDCG's several lines of business are the most important to the company's future?

A Both the government user and industry segments are essential to a well-balanced IDCG. If we are to provide our customers with quality services in all of these areas, we must do a better job of pooling our resources across the company. Over time, we are most likely to retain and expand those segments of business in which we can add the greatest value to our customers and that prove the most profitable to our business. The industry component requires special emphasis because it was allowed to deteriorate over the past several years.

We are also excited about a major new CD-ROM-based product for industry that provides 10 years of federal contract and budget data on IT spending and every issue of *Federal Computer Week*. This will serve as the cornerstone of our Federal Data Service product line and should leapfrog IDCG over our competitors.

Q Who do you view as IDCG's major competitors?

A Federal Sources, Inc., the Gartner Group, and Input in the federal arena and Gartner and G2 in the state and local market. Successful marketing in the 1990s, however, requires that we understand it is quite possible, and strategically important, to work effectively with our competition in specific teaming arrangements. For example, Federal Sources is a strategic teaming partner with *FCW* and provides it with a column on a regular basis. *FCW* also cosponsors a successful monthly breakfast briefing series with Federal Sources. *FCW* and IDCG are free to explore whatever other teaming relationships they believe are in their self interest.

Q What cooperative research efforts do you foresee between IDCG and IDC Framingham?

A Several. IDC is the leading technical research company in the world — an enormous potential resource. IDCG has in-depth knowledge of government markets, which can add value to IDC's understanding of how IT is purchased and used by the world's largest technology customer. We envision tailoring IDC research to the needs of our government customers while providing IDC with primary research on the public sector. This arrangement benefits both companies and, most important, creates greater value and utility for all our customers.

On the sales/marketing side, Kirk Campbell and I will soon announce an innovative joint sales agreement in which both IDCG and IDC will sell each other's products. Also being discussed are the possibilities of joint participation in conferences. We view the positive and growing relationship between IDCG and IDC as important to our success and are delighted to have Kirk on the GITG Board of Directors.

Q The federal arena has developed into a highly competitive market. What do you think really sets *FCW* apart from the competition?

A *Government Computer News* is the primary competition to *Federal Computer Week*. What sets *FCW* apart from *GCN* is quality and journalistic and business ethics. *GCN* has little of the former and none of the latter. *FCW*'s quality delivers our editorial customer, the government employee, who reads and depends on *FCW* as his/her most important source of information. Editorial quality has led to an increase in *Federal Computer Week*'s readership scores, which in turn have helped move advertising from *GCN* to *FCW* because, first and foremost, the advertiser wants and needs readership. *GCN*'s questionable business and journalistic ethics have caused intelligent and perceptive advertisers to question the value of the newspaper.

Q Besides turning IDCG into a profitable company, what other goals do you have for the company?

A We are committed to the expansion of GITG as the quality provider of information about the acquisition and use of IT to all levels of government. Through this mission, we want to provide growth opportunities, challenge, satisfaction, enjoyment, and just plain fun for all staff involved in this endeavor.

Peterborough staff open hearts, wallets for needy

Santa is alive and well and living in the hearts of IDG Peterborough employees who last month raised some $1,100 to ensure that 27 needy children awoke to find gifts awaiting them under the Christmas tree.

Spearheaded by **Marcia Burke**, who handles shipping and receiving and building maintenance for the Peterborough, N.H. office, Operation Santa is now in its eighth year of helping bring a little cheer to area residents who might otherwise face a bleak holiday. The program got its start when Burke and her colleagues went looking for a worthy cause to which to donate a jar of pennies collected from people buying stamps in the mail room. Someone suggested the local Rotary Club, which matches charitable organizations with needy area residents at Christmastime. "I think we were able to help just one person that year," Burke noted.

From there, the program just took off. Beginning right after Thanksgiving, Burke and her helpers, who this year included **Mary Hartwell**, ad coordinator at A+ Publishing, **Kim Smith**, fulfillment manager at A+ and Linda DeTray, wife of *Business Computer Publishing* Publisher **Jeff DeTray**, put up signs and white envelopes addressed to Santa, c/o the mailroom. Over the years donations increased steadily as more and more employees participated. "I've had employees hand over their entire Christmas bonus," said Burke, adding that all donations are made anonymously. "One year we were able to help almost 175 people, including every resident in a local nursing home."

FOCUSED ON THE CHILDREN

Like the donors, Operation Santa recipients are anonymous. Burke receives a list from the Rotary that includes the first names, ages and sex of potential recipients along with any particular wishes they might have. "We always try to fulfill as many wishes as we can," said Burke, who noted that although the list includes people of all ages — from infants to the elderly — this year "we concentrated on the children."

The week before Christmas, Burke and Hartwell gathered the donations and set out for the mall, managing to spend over $1,000 in just under three hours. All the gifts are displayed in the office before being delivered, unwrapped, to a local church where they are picked up by the childrens' parents who take them home to wrap themselves.

IDG Peterborough

Mary Hartwell (left) and Marcia Burke display some of the gifts purchased with donations from IDG Peterborough employees.

"It's just a very rewarding feeling," said Burke. "I thought about not doing it this year, given the tough economy and reduced manpower, but the people here really enjoy this. People give what they can — whether it's a dollar or $50, it really doesn't matter."

NW, *CW* raise $5,500 for shelters

IDG's two Framingham, Mass.-based newsweeklies locked horns again this year to raise thousands of dollars for the dozens of shelters in the Northeast supported by the WEEI 590 Fund.

Despite *Computerworld*'s numerical superiority and its two previous victories, the underdogs of *Network World* prevailed in the third annual fund-raising extravaganza. In the final tally, *NW* raised nearly $1,750 compared with *CW*'s $975 — a combined total of nearly $5,500 after IDG matching funds.

The margin of victory forced *CW* Editor **Bill Laberis** to concede *NW*'s superiority. "We're not worthy," moaned Laberis.

NW's victory was fueled not only by generous individual contributions but also by some creative fund-raising events, including a raffle coordinated by Editorial Assistant **Glenna Fasold**, a sale of paintings created by Design Editor **Susan Champeny** and a potluck lunch coordinated by **Michelle Beaulieu** and the *NW* copy desk. The *NW* staff was spurred on by fund-drive coordinator **Cheryl Crivello**.

"This was truly a David and Goliath story," *NW* Editor **John Gallant** said. "The past two years, *CW* was simply too much for us. But our staff rallied this year to put us over the top. This was a great effort. But we know we can't rest on our laurels. *CW* will come roaring back next year."

World Update

(From left) Glenna Fasold, Cheryl Crivello, Susan Champeny and Michelle Beaulieu

The WEEI 590 Fund supports more than 50 shelters for homeless individuals and families, abused women and children, runaways and others.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, January 11, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

EXECUTIVE ASSISTANT (IDG/HQ)

An exciting position currently exists within IDG's worldwide headquarters in Boston, Massachusetts. We are seeking someone who is capable of working in a fast-paced, challenging environment. This position will involve working with the Executive Assistant to the Chairman and the Chairman of the Board. The ideal candidate must have very strong English/writing skills, strong dictation/transcription skills and a typing speed of at least 65 wpm. This individual must be highly organized and detail oriented with excellent verbal and communication skills and a minimum of seven years business experience.

HUMAN RESOURCE ADMINISTRATOR (IDG/HR)

Corporate Human Resources is seeking an experienced administrator who will report to the Director of Compensation and Benefits. The successful candidate must be computer literate, highly organized and possess excellent telephone skills as well as good oral and written communication skills. The ability to manage multiple projects in a fast-paced environment is essential. Mac skills and graphics software skills a plus. Duties will include budget tracking and reconciliation, benefits communication assistance, executive resume response, projects support and general administrative support for the senior H.R. staff.

LICENSING DIRECTOR (IDG/NEWS)

The International News Group is seeking an individual to assume a large share of the responsibility for working with IDG licensees worldwide and to work on developing new partnerships in new markets. This individual must be willing to do extensive international travel. Some divisional administrative responsibilities included. A broad knowledge of publishing and of IDG is needed.

PRODUCTION / COPY EDITOR (BCP)

Responsibilities in this position will include editing and producing a bi-monthly magazine. The ideal candidate must have three or more years of experience in a variety of editorial duties, excellent copy-editing skills, hands on knowledge of Quark Xpress and PC-compatible word processing.

SENIOR EDITOR (TMP/DESKTOP VIDEO WORLD)

The individual in this position will be responsible for assigning feature articles and reviews and ensuring that the editorial product is completed on time and to assigned specifications. Familiarity with desktop video and multimedia technology on the Mac, PC and Amiga as well as strong copy-editing skills are essential. Experience with Quark Xpress highly desirable.

ASSISTANT EDITOR (TMP/AMIGA WORLD)

Primary responsibilities include initial editing of magazine's articles and columns. The successful candidate must be well-organized and motivated, have strong writing/editing skills and be able to work under deadline pressure. Familiarity with computers is a plus. A degree in Journalism or English or equivalent work experience is desirable.

ASSISTANT MANAGING EDITOR (INFOTAINMENT WORLD)

Infotainment World, Inc. is seeking an experienced copy and layout editor who is able to juggle several tasks at once: copy-editing, page layout, writing, corrections and, in the Managing Editor's absence, supervising the edit/production process. This individual must have two or more years of journalism experience. Strong writing and editing skills as well as the ability to make decisions under pressure required. Knowledge of Quark Xpress and Mac-based word processing preferred.

Job Opportunities

Revised: January 11, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Executive Assistant	Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	HR Administrator	Framingham, MA	T. Mathews	(508)935-4710
IDG	Licensing Director	News Group, Boston, MA	L.Connolly B. Fischer	(508)935-4791 (508)935-4600 FAX
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
IDG	P/T Office Assistant	News Group, Boston, MA	C. Pierce	(617)423-9030
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
IDC	Senior Analyst, Sales & Services	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Staff Accountant	Framingham, MA	D. Bernardi	(508)935-4761
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
FCW	Circulation Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IW	Reviews Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Director of Finance	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Technical Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Copy Editor (P/T)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Editorial Assistant	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Copy Editor	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Ad / Cust. Service Rep.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
PCW	Chief Financial Officer	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circulation Mngr--MultiMedia Wld	*PCWorld*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	K. Milan	(415)978-3303
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
A+	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
BCP	Production / Copy Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Senior Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
IFTW	Assistant Managing Editor	*Infotainment World**, San Mateo, CA	S. Lusty	(415)349-4300
IFTW	Subscription / Promo. Specialist	*Infotainment World**, San Mateo, CA	H. Klingel	(415)363-5200
IFTW	Editor	*Infotainment World**, San Mateo, CA	L. McDermott	(415)363-5200

*Infotainment World previously GamePro

Framingham area employees 'adopt' families

Staff members from the CW Database Division, IDC and TISC demonstrated their generosity this past holiday season by participating in the "Sponsor a Family Holiday Campaign" managed by the South Middlesex Opportunity Council (SMOC), a charitable organization in the Framingham area. Each team of employees received information about their adopted family that was useful in selecting appropriate gifts, including toys, clothing and food. "The SMOC representative was amazed at all the items IDG collected — well over 200 presents company-wide," said HR Manager **Debbie Bernardi**.

Computerworld

Among the CWDD employees who collected gifts for local families were (back row, left) Jay Sparrow, Scott Boileau, Liv Babbit, Chris Flynn, Cynthia Berger, Barbara Sands and Sally Sinclair. (Front, left) Nancy Whittaker, Kerry Ann Bubluski, Alan Farias, Dee Carvin and John Block.

Chairman's achievers

Vicki Brown
IDC Vice President/Workstations & High Performance Systems Research Program

Brown *IDC*

IDC's Workstations & High Performance Systems Research Program recently reached a significant milestone. Under the management of Vicki Brown, the program reached $1 million in annual bookings at the end of last year, and the CIS revenues for the program increased by over 50% in FY 1992. "This is a significant achievement, worthy of recognition," said IDC President Kirk Campbell.

To nominate a Chairman's Achiever in your office, request a form from IDG HQ at fax 617-859-8642.

Chairman's Achiever Award winners named for FY92 fourth quarter

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated as Chairman's Achievers during the quarter. They have been picked by the selection committee for displaying extraordinary creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive an engraved clock or a plaque.

Winner
Brad Thorpe, vice president/major account sales, IDC

Runner up
***Network World* Editorial Team**

Runner up
Juan José Márquez, Archive/Documentation Specialist, *Computerworld España*

CIO contest benefits three worthy causes

CIO put a holiday spin on its recent advertising campaign, highlighting the $20 million in buying power subscribers spend annually on IT products and services.

CIO employees were told to imagine that they inherited $20 million and were asked what charitable causes or organizations they would support. Staff members jotted down their choices and rationale and submitted them to a panel of *CIO* judges who reviewed the numerous entries without knowing the authors.

McCreary *World Update*

Gillis *CIO*

The three most thoughtful entries were rewarded with a financial contribution from *CIO* in the employee's name.

First place went to Managing Editor **Lew McCreary**, who noted that homeless and hunger problems in the U.S. are on the increase ($1,000 donated to the Boston Food Bank); second place went to Assistant Art Director **Moira Gillis**, who suggested that *CIO* focus attention on the issue of battered women ($750 to the Framingham Battered Women's Association); and third place went to Advertising Sales Assistant **Kerry Mallett** who believes that computer training can greatly assist handicapped individuals in becoming productive contributors to the work force ($500 to Gallaudet University for its computer training program for deaf students).

Mallett *CIO*

Noteworthy !

PROMOTIONS

Brown

World Update

Debra Brown has been promoted to marketing events manager at IDC, where she will be responsible for managing the logistics for IDC events including the Briefing Sessions, National Accounts Council, Comdex, Comnet, Association for Service Managers and various breakfast meetings. Her responsibilities include everything from contract negotiations to staffing, accommodations, equipment rental and handouts. Brown also manages client fulfillment for IDC's CD-ROM project, assembly and delivery of the product binders and scheduling of the weekly sales training sessions.

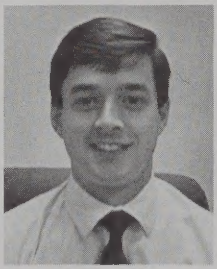
Collins

World Update

IDC has also announced the promotion of **Kathy Collins** to graphic design manager. In her expanded role, Collins will act as the creative manager on all of IDC's marketing projects, from inception through finished product, determining and directing any necessary outside resources. Her first challenge in this position will be acting as project manager for all 23 presentations at the upcoming Briefing Sessions.

■ ■ ■

Liz Gulla and **Steve Pelosi** of IDG's Finance department have recently been promoted to senior financial analysts. Gulla joined IDG early last year after earning her MBA with a finance concentration from Babson College. Her professional experience includes several years of financial analysis work at Wang Laboratories. She has been instrumental in initiating several on-going statistical and financial analyses that have proved useful to IDG's Executive Committee and worldwide management team.

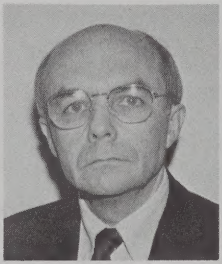


Pelosi

World Update

Pelosi joined IDG in 1991, having worked as an assistant controller at Cahners Publishing for four years. He prepares several analytical reviews and comparative reports on an on-going basis. His strong publishing background provides a helpful perspective on the review of new and existing business plans, according to Director of Financial Analysis and Planning **Susan Petrie**, who noted that he has quickly become a key member of the Finance team.

■ ■ ■



Boulay

IDC Government

IDC Government is pleased to announce the promotion of **Peter Boulay** to group director. In his new role, Boulay is responsible for the custom consulting business at IDC Government. "We're delighted to have Peter Boulay on staff after several years of working with IDC Government as a consultant," said Edith Holmes, executive vice president of GITG. "Peter brings a tremendous background in custom consulting and an impressive knowledge of government to bear for both user and vendor clients." Boulay is the author of *Market Research in the Federal Government*, published by Global Documents Inc.

TRANSFERS

Macworld welcomes **Lauren Black** as its new lab manager. Black, who comes to *Macworld* from *InfoWorld* where she was test center director, will oversee the daily operations of the four-person Macworld Lab. She holds a BA in industrial technology from Humboldt State University and enjoys bicycling, camping, fishing and all water sports.

NEW EMPLOYEES

Anthony Chen has joined the IDC Asia/Pacific Research Center in Hong Kong as a regional market analyst. He will focus on coordinating with IDC's Asia/Pacific country offices and providing analysis for regional research involving PC/SU workstation hardware, software and services and networking. Chen comes to IDC with over two years' experience working as a systems consultant for North Carolina-based Broadway & Seymour Inc., a systems integrator prominent in the banking and finance industry. He holds a degree in applied mathematics from Carnegie Mellon University and enjoys volleyball and skiing.

■ ■ ■

Murray

FCW

Kay Murray joins *Federal Computer Week* as marketing services and trade show manager. In her new role, Murray will coordinate promotional materials, special events and conferences, represent the newspaper at all major trade shows and assist the promotion director with marketing campaigns. Prior to joining IDG, Murray was a staff specialist at MCI in Washington, D.C. She holds a BS in marketing management from Virginia Tech and enjoys writing, photography, drawing, volleyball and skiing.

■ ■ ■

Debbie Lively joins *CIO* as sales assistant in the Dallas office where she will be responsible for providing all advertising sales support for the South Central region. Lively comes to IDG from Digital Equipment Corp. in Boston where she held a similar position in the IS marketing department. Outside the office, Lively devotes her time to her own flower arrangement business.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first two weeks of January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Bill Murphy - IDG

EIGHTEEN YEARS
Dieter Eckbauer - IDG Germany

FOURTEEN YEARS
Averie Rosemark - IDC
Josef Lohner - IDG Germany

THIRTEEN YEARS
Donna Pomponi - Network World

TWELVE YEARS
Susan Perry - IDG HR

ELEVEN YEARS
Bernhard Weeser-Krell - IDG Germany

TEN YEARS
Joan Daly - Network World
Loretta Giglione - Macworld
Seppi Heber - IDG Australia

NINE YEARS
Nieves Chesa - IDG Spain
Paul Fitzpatrick - IDG
Hermann Weisbrod - IDG Germany

EIGHT YEARS
Robin Andreola - WEC
Janet Morita - WEC
Donald Young - IDG
Rebecca Segal - IDC
Tone Wolmersen - IDG Norway

SEVEN YEARS
Shelly Ginenthal - Macworld
Bradley Thorpe - IDC
S.W. Chan - Asia Computerworld
Elin Olsen - IDG Norway

SIX YEARS
Anne Armstrong - Federal Computer Week
Richard Cranford - PC World/Lotus
Dan Orum - Macworld
Dorothy Pratt - IDC Australia
Vera Chan - Asia CW Hong Kong
Heidi Egede-Nissen - IDG Norway
Ed Chittenden - IMI

FIVE YEARS
Juan Saez - IDG Spain
Ursula Nadador - IDG Spain
Margaret Fischer - LINK
Lisa Nylander - IDG
David Beynon - IDG Australia
Robert Brown - Network World
Mari Eliza - InfoWorld
Mary Lofredo - IDC
Bernhard Steen - IDG Norway
Erika Schonberger - IDG Germany
Ulrike Pape - IDG Germany
Chiara De Renzio - IDG Italy
Katalin Kopacsi - IDG Hungary

FOUR YEARS
Eduardo Barba - IDG Spain
Yoko Nishii - IDG Japan
Rose Marie Zeno - IDG
Mary Fran Kirchner - IDC Government
Kenneth Fuller - IDG
Holly Howard - IDG
Dorothy Cronin - IDG
Amy Fellows - IDG
Tania Howes - InfoWorld
Laura Stoll - SunWorld
Sonja Lack - IDG Germany
Jutta Volk - IDG Germany
Birte Matsen - IDG Danmark
Zsoka Egyed - IDG Hungary
Ilona Szekelyhidi - IDG Hungary
Bela Varga - IDG Hungary

THREE YEARS
Gerald Parsons - CIO
Louise Reed - IDG
Lillian Richard - IDG
Janet DuBois - WEC
Nina Degele - IDG Germany
Stefanie Schneider - IDG Germany
Susanne Geiersberger - IDG Germany
Tracie Seder - Network World
Glynnis Mileikowsky - IDC Government
Diana Garza - InfoWorld
Rod Chapin - InfoWorld
Florence Mishaw - InfoWorld
Lisa Brazieal - Macworld
Kimberlee Luedee - Macworld
Marcia Rosenthal - IDC
Virginia Mellinger - IDC
Amanda Patrick - IDG Australia
Lisbeth Egeskov - IDG Danmark
Finn Rasten - IDG Danmark
Imre Birkus - IDG Hungary
A.G. Germano - PC World

TWO YEARS
Barbara Salis - IDG Italy
Valeria Penati - IDG Italy
Eos De Feminis - PCW Central Services
Karen Caponetti - IDG
Rebecca Sykes - Int'l News Group
Mark Hanson - IDG
Susan Rogers - IDG
Monique Haylen - IDG Australia
Caryn Gillooly - Network World
Kelli Flanagan - InfoWorld
Lucinda Formyduval - InfoWorld
Marc Calvanico - InfoWorld
Paul King - Macworld
Frode Rognerud - IDG Norway
Bjornar Romslo - IDG Norway
Bernadette Bachl - IDG Germany
Rudolf Birkner - IDG Germany
Holger Heppner - IDG Germany
Hans Hormannsdorfer - IDG Germany
Holger Lipp - IDG Germany
Angelika Niessl - IDG Germany
Ralph Peter Rauchfuss - IDG Germany
Jennifer Schlee - IDG Germany
Karin Seligmann - IDG Germany
Martha von der Soeren - IDG Germany
Claudia Volk - IDG Germany
Thomas Wanka - IDG Germany
Liselotte Nielsen - IDG Danmark
Judit Akos - IDG Hungary
Andrea Gellert - IDG Hungary
Leticia Varju - IDG Hungary

ONE YEAR
Juan Barranquero - IDG Spain
Angel Ruiz - IDG Spain
Anne Kandra - PC World
Regine Pocsatko - IDG Germany
Ute Puschmann - IDG Germany
Ludger Schmitz - IDG Germany
Edith Herman-Wiener - FCW
Catherine McPherson - Network World
Michael Wallace - IDG Books
Karen Brophy - InfoWorld
Mark Glaser - InfoWorld
Morten Christiansen - IDG Norway
Anna Micsko - IDG Hungary
Emilia Kliment - IDG Hungary

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Carolyn Burgess will receive an official "Off line" T-shirt, while the honorable mention winners below will receive a new "Off line" product — *IDG World Update* frisbees for fun and frolic in the office (look out!) or in more spacious surroundings outdoors.

Unhappy with his Christmas bonus, Perkins decides to make a few modifications to the company's automated payroll system.
- **Dave James**, PC World (Irvine, Calif.)

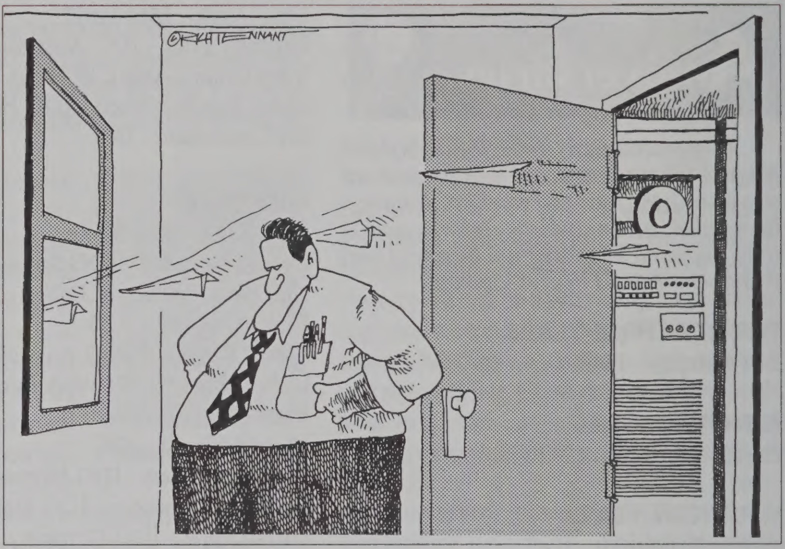
The output from the new Laser Jet isn't exactly what Harley had expected.
- **Stuart Zipper**, Electronic News (Aurora, Colo.)

"I wish our people in MIS would keep their instruction manuals."
- **Simon Salamon**, LINK Resources

Bob pondered the efficiency of MIS' new wireless data transmission technology.
- **Peter Rosati**, IDC

"I'm not really sure about this new E-mail system."
- **Richard Mergler**, IDG Australia

"O.K., wise guys! Next time I want high-flying ideas it will be through E-mail."
- **Timo Tolsa**, Tietoviikko



Plane paper faxing.
- **Carolyn Burgess**, PC World

Trapped in his office, a victim of his own gluttony, Humphries was in no mood for IQ 2000's teasing.
- **Jon Lesjak**, IDG Australia

"O.K., we've got a faster printer. Now let's try some slower reports."
- **João Carlos de Brito**, Computerworld Brasil

"I still don't know about those corporate day care centers..."
- **Michelle Beals**, Computerworld (Burlingame, Calif.)

"Dobson, your intra-building E-mail system works fine and it's certainly cheap, but for some reason I'm still worried about security."
- **Ellis Booker**, Computerworld (Des Plaines, Ill.)

"Maybe the American Airlines strike stopped..."
- **Rosa Guerinoni**, IDG Italy

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

New projects in the works for Israeli licensee

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IDC names winner of James A. Peacock Memorial Award

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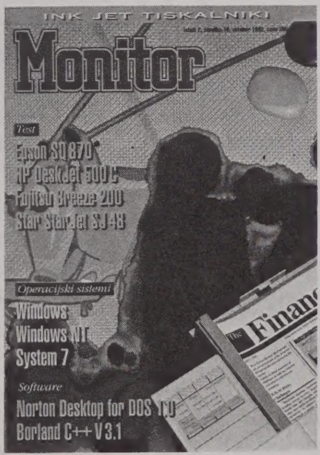
Walter Boyd reflects on his 25-year career with IDG

- PAGE 4

IDG World Update

VOLUME 23, NUMBER 3
JANUARY 18, 1993

IDG plants flag in newly created nation of Slovenia



Late last month IDG entered one of Eastern Europe's newest countries by signing a license agreement with a publisher in Slovenia, formerly the northern-most province of Yugoslavia.

Monitor magazine, a monthly *PC World*-style book owned by a small private company named Pasadena, has a print run of 6,000. Subscriptions total just under 2,000, with an average of 3,000 sold on newsstands. With ample full-color photos and graphics, *Monitor* is printed on heavy coated stock and has an ad/edit ratio of 30%/70%. The October '92 issue ran 82 pages.

URGENT NEED FOR NEWS

"We've been impressed both by the appearance of the magazine and the caliber of the editorial staff," said IDG Chairman **Pat McGovern**. "Slovenia is a small but rapidly growing market; people there involved with IT have an urgent need for timely information about advances around the world. *Monitor*'s editors sought out IDG as the best source for keeping up-to-date on the global IT community."

According to IDG International News Group President **David Hill**, Ljubljana, where *Monitor* is based, is a bustling, prosperous small city. "The whole country has an optimistic, can-do attitude," Hill said. "The fighting in the region is far from Slovenia, and although there are some ongoing border disputes, no one seems to expect the troubles to spread this far north."

PLANS TO EXPAND

Monitor plans to expand the local reporting staff in addition to taking advantage of IDG News Service material that is now available to them.

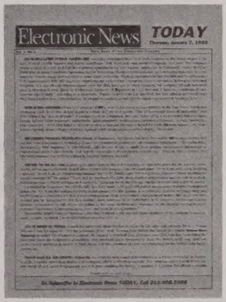
Depending on how political affairs go in the region, there is a possibility of distributing *Monitor* to other regions of the former Yugoslavia, according to Hill.

Monitor's publisher/CEO is **Andrej Klemenc**, and the editor-in-chief is **Samo Kuscer.**

Monitor magazine's address is: Pletersnikova 10, 1000 Ljubljana, Slovenia, Fax: + 3861-126-212.

Electronic News tests daily fax news service

Electronic News last week began testing a daily fax news service that provides subscribers with up-to-the-minute information on breaking news in the global electronics industry.



The two-page bulletin, *Electronic News TODAY*, is compiled by the newspaper's editorial staff and edited by **Bernard Levine**, managing editor of special projects at *Electronic News*. It is delivered to subscribers via facsimile by 7 a.m. each weekday morning.

A selected pool of readers around the U.S. is currently receiving the bulletin on a free, two-week trial basis, according to *EN* Publisher **Richard Bambrick**. A number of senior industry leaders from this group will constitute the advisory panel whose feedback will help determine the viability of the service.

"There is an incredible appetite for timely information in the electronics industry,"

- SEE PAGE 3

In brief

Macworld circulation jumps to 525,000

Following a circulation growth rate of 40% during the past 24 months, *Macworld* recently said it has raised its average qualified circulation to 525,000, effective with the June 1993 issue.

"*Macworld* will be able to deliver more business buyers to the third-party market than ever before," said Macworld Communications President/CEO **Jim Martin**. With its new rate base, *Macworld*'s qualified circulation will be 31% (125,000) more than its nearest competitor.

"With the recent announcement of five new PowerBooks, possibly even more CPU announcements in the near future, and innovative new hardware peripherals and software by third-party developers, *Macworld* is riding a wave of buyer optimism in the marketplace," said Editor-in-Chief **Adrian Mello**.

According to IDC, 1993 U.S. Macintosh CPU sales are forecast to be over 1.5 million, increasing the total installed base from 5.1 million to 6.6 million.

IDG New Zealand's non-display ad revenue tops 50%

Like other IDG Communications business units, over the past several years IDG New Zealand has developed an active program of diversifying its sources of revenue away from standard display advertising space. The need is clear: in the past five years, there has been zero growth in the country's total display ad market for computer publications, including computer supplements of major newspapers.

IDG New Zealand's steady progress with ancillary programs reached a new high in 1992, as the company broke the 50% barrier for its percentage of non-display revenue. The figure rose from 36% in 1988 to 52% in 1992, while IDG New Zealand increased its market share from 46% to 52%. According to IDG Vice President/Financial Analysis and Planning **Susan Petrie**, the IDG-wide average for non-display revenue is approximately 25%.

Managing Director **Martin Taylor** credits a number of areas of diversification for the success, including directories, classified advertising, list broking, a bi-monthly product directory for the small business market, exhibitions, conferences (to be significantly expanded in the next few years) inserts and other direct marketing material.

Taylor said the company has also focused on efficiency gains and cost containment to improve its margins on *CW New Zealand*. As a result, *CW*'s profit is higher on a slightly lower revenue than two years ago.

Network World releases 123 versions of January issue

The Volume 10, Number 2 issue of *Network World* is one publication *NW*'s ad operations, circulation and production staff will not soon forget. One hundred and twenty-three different editions (called "lots"), comprised *Network World*'s Jan. 11 offering, breaking by far the publication's previous record of 28 lots on Oct. 12, 1992.

According to Senior Advertising Coordinator **Linda Miller**, the combination of options expanded as the staff juggled three demographic ads, a demographic insert, one regional ad, a requalification wrap for one segment of readers, and the *LAN World* insert, which goes to almost half of *NW*'s subscribers.

Israeli licensee plans host of new activities

The new year promises a variety of new and enhanced activities for People and Computers (P&C), IDG's licensee in Israel.

P&C Publisher **Israel Peled** recently began co-hosting bi-weekly computer-related segments on two of Israel's most popular televisions programs. The company's stable of publications has grown to eight with the recent acquisition of two enterprises: *Focus*, a monthly magazine dedicated to the technological aspects of optics, and *Discovery*, a monthly electronics publication.

P&C plans to enhance its training seminars, adding programs to appeal to a wider audience. New topics include "How to Buy from IBM and Digital" and "The Secrets Watchmen: Privacy and Computer Crimes." The seminars are managed by editorial board member Yosi Margalit, a former Israeli government EDP contracting officer.

JEWISH HIGH TECH CLUB

The most original project planned is the launch of the Jewish Worldwide High Tech Club (JHTC), which will be managed by P&C and guided by an advisory committee of industry leaders in Israel and overseas. The club will offer an almanac of Israeli and Jewish high tech figures, a JHTC news publication, and annual conference and a bulletin board service for international knowledge sharing, company and product profiles, and business opportunities.

On the awards front, P&C's second annual Best Information System program will also take place in 1993. Toward the

- SEE PAGE 3

Israel

- FROM PAGE 2

end of the year P&C is planning the second annual National Brains Olympics of computers and video games in Tel Aviv, which last year drew thousands of visitors and participants — young people and adults alike.

P&C organizes the competition, which is sponsored by various vendors of games, software and multimedia tools, and the company is also seeking the cooperation of some academic, government and nonprofit organizations. Peled said this year's event may include delegates from other countries, as well.

"Nineteen ninety-two was a year of expansion into new territories," Peled said. "This year will be marked by a reviving economy that has already boosted activities in the EDP market. P&C will help users and industry move successfully towards a new era of products and applications."

Fax

- FROM PAGE 1

Bambrick said. "The testing of *Electronic News Today* is based on *EN*'s editorial commitment to provide our readers with critical market information as quickly as possible."

News for the bulletin is submitted by *EN* writers on a daily basis, according to Editor-in-Chief **Frank Barbetta.** Most of the items that appear in the bulletin will also appear in the following Monday's issue of *Electronic News* with a new angle, expanded coverage and more in-depth analysis, Barbetta said.

"Over the years, we've had many readers tell us they'd like to see daily delivery of the news," Barbetta said. "And the editorial staff has been dying to do something like this for a long time."

"The universal acceptance and use of the fax machine now makes it possible," added Bambrick.

The price for the service, which will be sold on an annual subscription basis, has not yet been determined.

IDC's Picardi wins Peacock Award

Tony Picardi (l) accepts the James A. Peacock Memorial Award from IDG Chairman Pat McGovern

IDC photos

Kirk Campbell (l) and Pat McGovern present runner-up Richard Villars with his award.

Tony **Picardi**, director of software research at IDC, was recently named winner of the James A. Peacock Memorial Award in recognition of his outstanding performance during 1992. Picardi and runner-up **Richard Villars**, director of Computer Networking Architectures, were presented with their awards during a ceremony held last month at IDC headquarters in Framingham. On hand to congratulate the two were IDG Chairman **Pat McGovern** and IDC President **Kirk Campbell.**

The Peacock Award is presented annually to two individuals at IDC's Framingham office in honor of the professional excellence exemplified by the late James Peacock, an IDC veteran and senior vice president at the time of his death in 1981.

Recipients are recognized for their abilities to organize and communicate the results of their research to IDC clients in a clear, timely and effective manner. Individuals are nominated by IDC vice presidents, and the winner is selected by Campbell.

Picardi, who began with IDC in April 1990, was cited for his successful management of the entire software research process, delivering volumes of research consistently on time and managing his entire team's research schedule while imposing on his group the same high standards to which he adheres.

In March of 1992, Picardi and his team submitted the 1992 Worldwide Software Review and Forecast — trimming some 18 months off the previous delivery schedule of these figures to customers.

In addition, Picardi completed numerous research reports and bulletins while leading his group to on-plan performance.

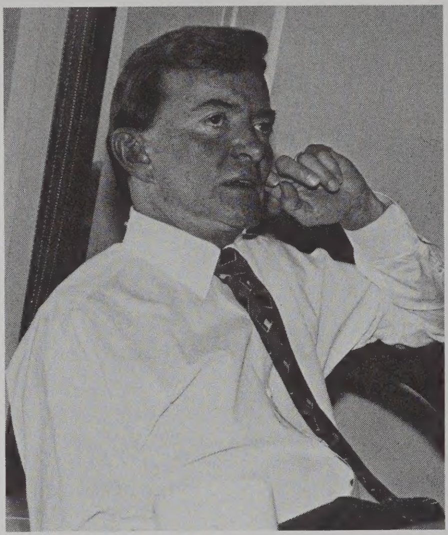
Noted IDC Senior Vice President Systems and Software **David Vellante**, "Tony has unquestionably met and exceeded all the selection criteria for this award."

According to **Gigi Wang**, vice president communications research, Villars, a five-year veteran of IDC, has become recognized as a leading analyst in the areas of SNA and IBM networking strategies, TCP/IP, OSI and distributed networking architectures. His research has gained recognition among computer vendors, LAN vendors and network equipment vendors.

In addition, Villars created the Computer Networking Architectures program, which by the end of FY92, was among the top 12 IDC programs in terms of over-profit-plan performance. He also developed the distributed networking model to illustrate the evolution of the corporate data network as users move toward distributed, client-server computing. Since its publication nine months ago, the model has won recognition throughout the industry.

IDG President Walter Boyd reflects on 25 years

As the longest tenured employee of IDG's publishing group, ***Walter Boyd*** *has helped grow the company from a struggling publisher of a single, 16-page weekly to the global giant it is today. He recently sat down with* World Update *to share some of his more memorable moments.*



Lyndon Johnson was in the White House, the war in Vietnam was raging and the first personal computer was still more than a decade from its office debut when Walter Boyd, then 29, arrived in Boston in the winter of 1968 to join the staff of a fledging newspaper called *Computerworld.*

It was an unlikely move. Boyd's background leaned heavily toward the liberal and fine arts, and he had never seen a computer much less used — or written about — one. "I had been working as managing editor of a psychology magazine called *Trans-action* but the atmosphere was stifling and I wanted out," said Boyd. A good friend at *Advertising Age* let him run a free ad under "positions wanted." The ad, which announced the availability of a "creative managing editor," caught the attention of the then 31-year-old Pat McGovern, whose six-month old *Computerworld* newspaper had grown to justify the addition of a hands-on day-to-day manager.

> *"I believe Pat deliberately hired my personality type. We are virtually exact opposites. Pat has the big vision, I [was hired to deal with]the day-to-day operational issues."*

"Before I met with Pat, I tried to do a bit of research on the computer industry," recalled Boyd. "I went to the library at Washington University where I was working at the time. There were 14 computer books on the shelf. I checked out six, but they were so highly technical that I gave up and decided to wing it."

Boyd's ad had attracted other eyes, however, and he was offered several positions, including the managing editor post at *Pest Control* magazine in Cleveland. "Luckily," laughed Boyd, "Pat's offer came through while I was mulling theirs."

CW's new managing editor arrived in Boston early on New Year's morning amid a raging snowstorm and headed for the grey house in Newton, Mass., that McGovern used as an office. Expecting an opportunity to poke around the office and meet quietly with his new boss while the rest of the staff enjoyed the holiday, he was instead whisked off to Cambridge where all 10 of the full-time staff were hard at work. "We worked all day," recalled Boyd. "Finally around 10 that night, Pat dropped me off at the Charles River Motel, my home for the next six weeks. I didn't have a day off for the next 11 months. We worked seven days a week and often late into the night. In those days, everyone did everything. We used IBM Selectric type machines and headline machines that were wildly tempermental."

Sitting in his spacious, well-appointed office overlooking one of Boston's most fashionable shopping districts, Boyd reminisced with some longing about those early days.

"Our office was in a broken-down building, a slum really. My office had a window with a hole in it, and I used to stuff old issues of *Computerworld* in the hole to keep out the cold.

"People thought we were crazy. They said there wasn't enough news for even an eight-page newspaper [devoted to the computer industry] let alone the 16-page one we were doing. And it's true we had to scramble sometimes. But those first five years were far and away the most exciting. Things literally changed from day to day."

One thing that has never changed, however, noted Boyd, is the underlying philosophy that has guided IDG since its founding: the company has always strived to be the premiere provider of information on information technology while at the same time treating its people well and giving them plenty of opportunity for growth. "It's an incredible feat, really," said Boyd, "for a company to have maintained its basic vision for this long without ever being seriously side-tracked."

AN UNWAVERING VISION

But then again, noted Boyd, perhaps not so incredible given the man responsible for articulating that vision. "I consider Pat McGovern a friend as well as a colleague. I probably know him as well as anybody does. He is a man of incredible genius; a 100% entrepreneur. He has alway had his own vision and while it is sometimes difficult for people to understand or share it, I'm convinced the vision is there and it has never changed. Pat has always looked beyond the machines and seen what they mean for global activities.

"Above all, Pat knows exactly who he is," said Boyd, adding that this it is this self-awareness that is probably most responsible for his having been hired originally. "I believe Pat deliberately hired my personality type. We are virtually exact opposites. Pat has the big vision, I [was hired to deal with] the day-to-day operational issues, the people issues. In some ways, Pat is the father figure, [demanding] 'this is what we will have' — and I am the mother figure, imposing the discipline to ensure it gets done."

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, January 18, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

FULFILLMENT COORDINATOR (LPC/PCW)

The individual in this position will be responsible for managing order fulfillment and distribution for Lotus books, videos and Lotus CBT products. The successful candidate will have spreadsheet and / or bookkeeping experience and be responsible for order processing of sales, expenses and other related activities. Proficient use of an IBM compatible personal computer and Lotus software is required and 1-2-3 is preferred.

MARKETING MANAGER (LPC/PCW)

The responsibilities in this position include developing marketing promotions for Lotus Publishing Alliance Products including Lotus books, Lotus videos, Lotus courseware and CBT Products. Excellent organizational and communications' skills are required to manage LPC's strategic partnerships. Five to seven years of marketing and / or sales experience and a Bachelor's Degree is required.

SALES ASSISTANT (IFW)

The ideal candidate will perform administrative and clerical tasks for both the New England District Manager and the National Accounts Director. Responsibilities include telephone coverage, filing, photocopying, word-processing, ad database management, and weekly issue closing. The individual in this position must be computer literate on the PC, highly organized, detail oriented, and possess excellent telephone skills. The ability to work well independently and under pressure is critical.

ADMINISTRATIVE SALES ASSISTANT (PCW--MULTIMEDIA WORLD)

The individual in this position will perform administrative and clerical tasks for the Eastern Sales Manager, Western Sales Manager and Publisher of Multimedia World. Heavy clerical and administrative support are necessary including phones, word-processing, client contacts, assembling media kits, filing and photocopying. The successful candidate must be highly organized and detail oriented with excellent written and verbal communication skills required as well as the ability to juggle multiple tasks. Familiarity with the IBM PC or compatible and a minimum of one year of clerical experience is required.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry	(508)875-5000	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)875-5000	(508)935-4406
IDC/T.I.S. Corp.	Debbie Bernardi / Dana Miller	(508)872-8200	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)872-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
IFTW	Christine Yam	(415)349-4300	
IW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: January 18, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Executive Assistant	Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	HR Administrator	Framingham, MA	T. Mathews	(508)935-4710
IDG	Licensing Director	News Group, Boston, MA	L.Connolly	(508)935-4791
			B. Fischer	(508)935-4600 FAX
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
IDG	P/T Office Assistant	News Group, Boston, MA	C. Pierce	(617)423-9030
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Fulfillment Coordinator	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
IDC	Senior Analyst, Sales & Services	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IW	Sales Assistant	*Infoworld*, Natick, MA	C. Neumann	(415)572-7341
IW	Team ldr / Assoc. Reviews Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Director of Finance	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Copy Editor (P/T)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Editorial Assistant	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Ad / Cust. Service Rep.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Chief Financial Officer	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circulation Mngr--MultiMedia Wld	*PCWorld*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	K. Milan	(415)978-3303
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Admin. Sales Assistant	Multimedia World, San Franisco	J. Epstein	(415)267-1772
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
A+	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
BCP	Production / Copy Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Senior Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
IFTW	Assistant Managing Editor	*Infotainment World**, San Mateo, CA	S. Lusty	(415)349-4300
IFTW	Subscription / Promo. Specialist	*Infotainment World**, San Mateo, CA	H. Klingel	(415)363-5200
IFTW	Editor	*Infotainment World**, San Mateo, CA	L. McDermott	(415)363-5200

*Infotainment World previously GamePro

The company's meteoric growth hit a wall in the spring of 1971 when it ran smack up against the recession. The effect was particularly devastating because the staff had begun to believe they were riding the crest of a wave of never-ending growth.

"We were so full of ourselves. Everything was so high-flying it was unbelievable, and then the bottom dropped out," remembered Boyd. Almost overnight, a third of the staff was gone and the issues shrank from 96 to 100 pages down to 32 to 36. "It was very frightening. We were an inch from death, scrambling to meet our payroll. I was constantly on the phone assuring suppliers that checks were in the mail."

But the company not only survived but thrived during the remainder of the decade, setting its sights on the as-yet untapped emerging markets across the Atlantic. "We were expansionary and there were big, juicy markets to conquer in Europe," recalled Boyd, noting that some 65% of his time was spent traveling during this period.

"Typically, Pat would go to a country first, hire a country manager, give the standard spiel and leave. Bill Murphy and I would then gather up the appropriate people from *CW* U.S. and visit these operations to work with the new managers. Bill would handle the financial end and I would assist with operations, especially circulation development."

"Germany was our first wholly owned overseas operation. After that, everything followed very quickly. Germany became the prototype for the worldwide expansion of IDG and it was one of the most monumental concepts Pat ever had. Rather than take the typical American approach of bringing in Americans and forcing things down the throats of foreign nationals, Pat was the first American businessman to hire local people to run the operation. It was difficult at first, but it certainly paid off. Now everyone is going to decentralized operating groups, but we did so when the cost of admission was very low."

WRENCHING TIMES

Like any career spanning a quarter century, Boyd's has not been without its disappointments. "The bleakest time for me personally was when we changed IDG's management structure in '86-'87. The company was wrenched apart and put back together as we know it now. I was president [of IDG] but didn't have much of a portfolio. It was difficult for me because I'm the kind of person who likes to be very, very busy."

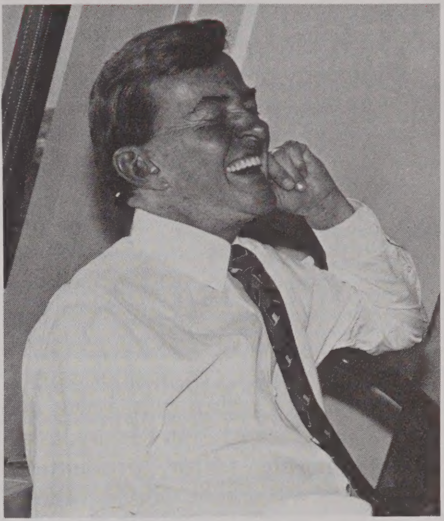
Did he ever consider moving on from IDG? "I have been headhunted on a few occasions; once I was offered a job as COO of one of the largest publishing companies in the world. But I simply couldn't do it. Once you've had IDG and a personal relationship with Pat, it would be very hard to work for someone else."

> *"I've made my share of hiring mistakes. Along the way [I've hired] Simon Legree, Rasputin and Jack the Ripper."*

And, there are the frustrations of missed opportunities. "Electronics is a very important area that until recently, we never touched. Design is another."

The reseller market also proved elusive. "*Computer Business News* [later known as *ISO World* and *MicroMarket World*] dragged on for a number of years, but we just never could get a handle on it.

"A while back we had the chance to buy *Byte* magazine for something like $4 million. It would have given us a better leg up on the PC revolution. We bought *PC World*, but a management contract prevented us from doing what we needed to do. That probably set us back about five years and gave Ziff the initial edge."



World Update photos

And, although Boyd lists people skills high on his list of proficiencies, there have been the occasional personnel glitches. "Generally I'm well-attuned to picking up moods and attitudes in people," said Boyd, "but I've made my share of hiring mistakes." Along the way, "I've hired Simon Legree, Rasputin and Jack the Ripper." Fortunately, added Boyd, none of these characters remained for long.

All in all, concluded Boyd, "it's been a superb run. I consider myself very fortunate. There are days I wake up and it still feels so unreal to me, that here I am, president of the 12th largest communication company in the world. I have a great sense of fulfillment; it's been an extraordinarily heady experience."

Looking ahead, what do the next 25 years hold? "As long as I'm alive and Pat wants me, I'll be involved with IDG," he said. "But," he added, "it's safe to say I will not be president of IDG as long as I'm alive. We need to be very aware of who we're grooming [to take over]. IDG probably has more talented young people than any company I've seen, and I spend a great deal of my time mentoring [some of them].

"There will be a period of transition at some point, but I have no intention of retiring and opening a Dairy Queen in Provincetown. My hope is that I'll be very involved with IDG for the rest of my life."

Noteworthy!

PROMOTIONS

Network World has announced the promotion of **Karen Moltenbrey** to associate editor in charge of special projects. "Karen's adept organizational skills make her the perfect person to keep tabs on upcoming ventures, coordinating supplement schedules with regular issues and *LAN Worlds*," noted Beth Khoury, assistant managing editor, production. Moltenbrey will also be working with all departments as the copy desk point person for future supplements.

TRANSFERS

Wisniewski *Publish*

Publish's newest regional sales manager is **Cyndi Wisniewski** who will be responsible for sales in the eastern territory. Wisniewski was originally hired at TISC in July 1991 where she held a similar position. She earned a BS in marketing management and computer science at Boston College and enjoys running, roller blading, working out at the gym and traveling.

NEW EMPLOYEES

Brian McMillen is the new direct mail specialist at IDG Books Worldwide where he will direct customer order entry and fulfillment. McMillen comes to IDG from M&T Books where he was a shipping supervisor. Outside the office, he photographs jazz musicians for publicity, magazines, books, records and exhibits.

■ ■ ■

InfoWorld welcomes **Amy Susich** as its new editorial and publishing coordinator responsible for all aspects of *P.C. Letter* except writing the copy. Prior to joining IDG, Susich worked as a court reporter. She holds a degree in court reporting from Trinity School of Court Reporting in San Francisco and enjoys reading and riding her mountain bike.

Also new at *InfoWorld* is **Cindy Zuck**, regional sales manager responsible for the mid-Atlantic territory. Zuck earned a BA in English from the State University of New York at New Paltz and enjoys sailing, skiing and opera.

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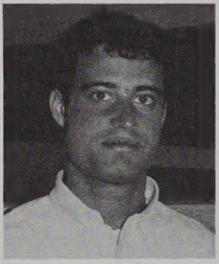


Aberson *World Update*

Les Aberson is a new sales associate at *Network World* where he will be responsible for sales of *NW*'s NetDraw and other new products. Aberson earned a BA in economics from Boston University and enjoys weight training, video production and tennis.

■ ■ ■

PC World welcomes **Charles Powell** as an administrative assistant in the circulation department where he will concentrate on customer support. Powell comes to IDG from Oakland Acura where he held a similar position. He studied business management and accounting at Los Medonos Community College in Pittsburgh, Calif.

Also new at *PC World* is **Ken Blaylock**, an administrative assistant providing general office support in the editorial department. Blaylock comes to IDG with an administrative background, most recently honed at Macy's department store in San Francisco. Outside the office he enjoys painting, cooking and travel.

■ ■ ■

IDG's Marketing Services Division welcomes **Chris McAndrews** as its new national account analyst based in the group's San Francisco office. In his new position, McAndrews will conduct analyses, including background research, of technology and marketing issues facing IDG's largest customers. McAndrews comes to IDG from the Bureau of National Affairs Inc., a Washington, D.C.-based legal publisher, where he supervised market research for new products. He earned a BA in government from Harvard College and an MBA from Stanford University. Outside the office he enjoys basketball and tennis.

Petrie named VP, financial planning

Petrie *IDG*

Susan Petrie has been promoted to the position of Vice President-Financial Planning and Analysis of IDG.

"This is a promotion well deserved," said Executive Vice President/Finance Bill Murphy. "Susan and her group have done an outstanding job in compiling and presenting the annual budgets from 60 operations around the world, rolling up and presenting the monthly financial results and 30/60/90 day forecasts as well as handling an ever increasing amount of acquisition and start-up analysis. In addition, Susan makes regular presentations at the Publisher's Training Institute, the Worldwide Manager's Meeting, and the European Manager's Meetings."

Petrie has been with IDG since June 1988. She holds an MBA in finance from Babson College.

■ ■ ■

Klise *GamePro*

Sonja Klise is a new staff accountant at *GamePro* where she is responsible for accounts payable, accounts receivable, special projects and analyses. Klise is a recent graduate of Arizona State University where she earned a BS in accounting. Outside the office, she enjoys skiing, travel and volleyball.

Corporate STARs get their day in the sun

Three employees were recently honored for their outstanding contributions to the company by being named IDG corporate STARs. The award, which is designed to encourage and reward corporate employees for exemplary service, teamwork and results, was presented to **Debra Sobin, Eve Lieberman** and **Hilary Kushinsky**.

Sobin, payroll/benefits manager in the Corporate Human Resources Department, began with IDG in 1978 as a bookkeeper in the Accounting Department. She was cited for her willingness to always "go that extra step to help out the people she supports, her positive attitude and awareness of what her clients need."

Lieberman, who began with IDG in 1988, is a client services administrator in the IS Department. This year she assumed responsibility for GL processing, providing a high level of service to the GL customers by responding wtih speed and efficiency to all requests. In addition, she developed the *IS Newsletter*, which has improved job results for IS customers who now have a better feel for what the department is doing.

Kushinsky started with IDG as a bookkeeper in the Accounting Department in 1988. She currently handles the bookkeeping for InfoWorld Publishing and IDG Books Worldwide. She has assisted both companies in simplifying the payables process, providing fast and accurate service. She took the inititative to assist in processing invoices and made recommendations on how to improve their sytstems in the most efficient manner. Despite being located 3,000 miles away, her cooperative attitude has made her a valued part of the financial team in San Mateo, Calif.

World Update

(From left) Debra Sobin, Eve Lieberman and Hilary Kushinsky

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS
Walter Boyd

TWENTY-ONE YEARS
Joe Levy - CIO

SIXTEEN YEARS
Maureen Burke - Computerworld

THIRTEEN YEARS
Klemens Paunert - IDG Germany
Max Jaeger - IDG Australia

TWELVE YEARS
Bill Cadigan - Computerworld
Bill Laberis - Computerworld
Noel Bennett - IDG Australia

TEN YEARS
Michelle Reyes - PCW Central Services
Dee Clark - IDC

NINE YEARS
Lee Doyle - IDC
Marcia Farrington - IDC
Mark Winther - LINK
Pauline Smith - Computerworld
Barbara Sands - CW Database Division

EIGHT YEARS
Maureen Rondeau - IDG
Lois Beninati - Computerworld
Nancy Percival - Computerworld
Audrey Shohan - Computerworld
Michael McShane - InfoWorld

SEVEN YEARS
Dorothy Rosenthal - IDC
Lorraine Witzell - Computerworld
Liz Horwitt-Putnam - Computerworld

SIX YEARS
Rita Sukkestad - IDG Norway
Mark Hurlow - Macworld Lab
Ann MacKay - Network World
Jean Bozman - Computerworld
Joanne Kelleher - Computerworld
Barbara Murphy - Computerworld
Paula D'Amico - Computerworld

FIVE YEARS
Fernando Rus - IDG Spain
Michelle LaJeunesse - IDG
Erica Baccus - IDG
Mary Cornetta - IDG
Andrew Sambrook - IDG

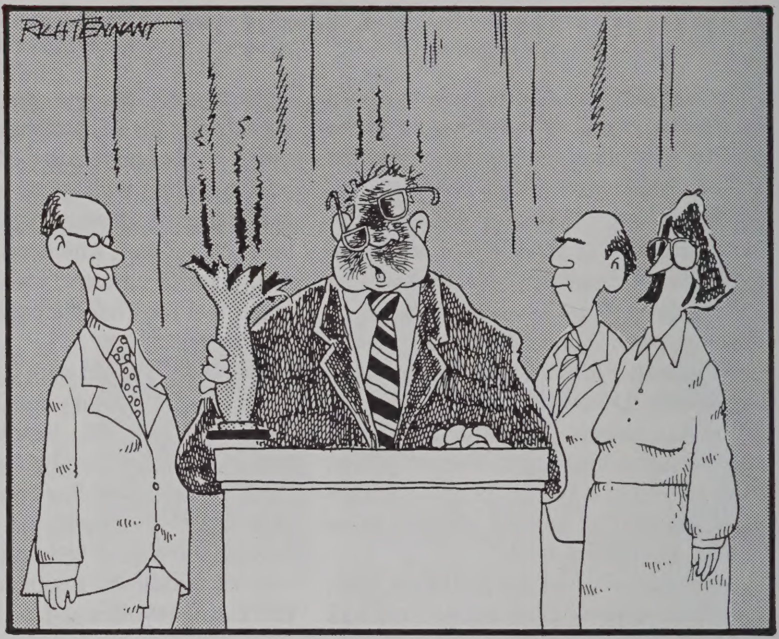
FOUR YEARS
Shirley Tafoya - SunWorld
Denise Elkins - IDG Australia
Miriam Karlin - IDG
Robin Rather - IDC Government
David Emberley - Computerworld

THREE YEARS
A.G. Germano - Multimedia World
Francis Mao - GamePro
Suzanne Courteau - Macworld
Ben Barbante - InfoWorld
Nicole Kassel - IDG
Jeanne Vignoli - Computerworld

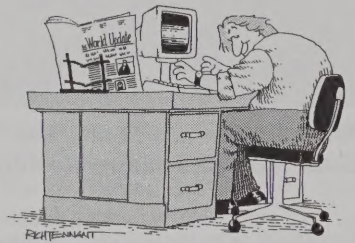
TWO YEARS
David Cobb - PC World
Catherine Lai - CW Hong Kong
Jane Fitzwilliam - Federal Computer Week
Suzy Thomas-Klein - Network World
Sara Kershaw - CW Database Division

ONE YEAR
Linn Williamsen - IDG Norway
Sandy Blackthorn - IDG Books
Katherine Day - IDG Books
Peter Dunn - Electronic News

Off line



Win Your Own



Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, February 16. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive frisbees embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

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VICE PRESIDENT OF OPERATIONS
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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

GamePro Publishing takes a new name
- PAGE 2

IDC, LINK merge to exploit research synergies
- PAGE 4

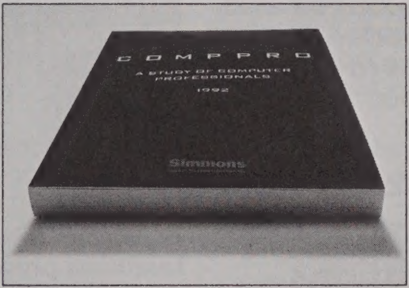
IDG, IDC Australia team up in publishing project
- PAGE 4

IDG *World Update*

VOLUME 23, NUMBER 4 **JANUARY 25, 1993**

IDG publications shine in independent readership survey

Results from the first syndicated readership study of computer professionals by a major media research company has "confirmed the editorial vitality of all IDG books," said CW CEO and Publisher **Gary J. Beach**. Simmons Market Research Bureau, Inc., released its 1992 CompPro study last month.



Of the top five computer publications in terms of "average issue audience," which refers to the number of readers that a given issue of a publication reaches, three were IDG books: *Computerworld*, *InfoWorld* and *PC World*. A total of 46 publications were analyzed during the study, including general business titles such as *Time* and *Newsweek*.

The study was based on just over 4,100 questionnaires returned by IS professionals, a response rate of 51.7%. Respondents had purchasing authority at companies of 100 or more employees and in corporate headquarters with fewer than 100 employees but sales of more than $10 million. Simmons projects the study represents a universe of 517,808 IS professionals.

CompPro also has the distinction of being the largest research study to have asked a qualitative question to determine the usefulness of publications by its readers for use at work. *Computerworld* ranked as the best read weekly publication for the total audience surveyed, as well as for the subcategories of VP of IS and CIO, directors/managers/supervisors of IS, and companies with 1,000 or more employees.

Among other results, *InfoWorld* did better on this study than on any other syndicated study in the past few years. *IW* was virtually at parity with *PC Week* in terms of average issue audience and surpassed it by almost 8 percentage points in terms of readership by the IS management, PC/micro management and LAN/networking management categories combined.

Network World was ranked as the networking or LAN publication most relied upon by those who purchase for their entire organization and who have both a LAN and WAN installed at their company. The CompPro study also bears out that *CIO*, with its carefully controlled circulation, has one of the highest concentrations of CIOs, vice presidents, and direc-

-SEE PAGE 5

MACWORLD Expo draws record crowd

MACWORLD Expo drew a record number — 67,000 — of Macintosh users to the Moscone Center in San Francisco where more than 500 companies gathered to show off their products.

The four-day event, held Jan. 6-9, got under way with Macworld President **Jim Martin**'s introduction of keynote speaker Ian Diery, Apple Executive VP, Worldwide Sales and Marketing. The expo also featured an extensive conference program including the new Multimedia Conference, which comprised some 20 sessions devoted to this exploding new technology.

MACWORLD Expo/San Francisco 1993 proved to be a very successful show for Macworld Communications Inc. *Macworld* was well represented on the show floor in two large booths where representatives from *Macworld* magazine, Macworld CD Ventures, *Macworld* international magazines and IDG Books

-SEE PAGE 5-

In brief

GamePro Publishing Inc. reborn as Infotainment World

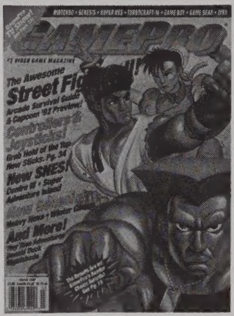
GamePro Publishing Inc. has adopted a new corporate name, Infotainment World Inc., that better reflects its expanding market and will allow the company to develop diverse product lines devoted to the entertainment, "edutainment" and "infotainment" markets. Falling under the new corporate umbrella will be *GamePro* and *SWATPro* magazines, GamePro Custom Publishing, GamePro Television and soon-to-be-announced ancillary product divisions.

"Our core product is *GamePro* magazine, however, Infotainment World reflects the diverse directions that our market and readers are heading toward," said **John Rousseau**, publisher. "We will continue to be the leader in providing information for the entertainment segment with *GamePro* magazine, but we expect to carve a significant niche in providing information for the educational and informational segments of the markets as well."

"Our new name enables us to continue to lead the industry with new and diverse ways to attract the youth market and gives us the opportunity to target the adult market as well," added **Patrick Ferrell**, president and founder.

GamePro honored for creative excellence

GamePro magazine recently received an Ozzie Award for design excellence. The Honorable Mention certificate for Best Cover, Consumer (over 100,000 circulation) recognized the publication's March 1992 issue. The cover, which featured the popular game Street Fighter II, was illustrated by Gary Yealdhall under the supervision of **Francis Mao**, *GamePro*'s director of creative services. "Each month we strive for our covers to appeal to us, but more importantly to appeal to our readers," said Mao. "The March issue was a perfect example of our commitment to go for the max graphically because the cover story lent itself to our style of "in-your-face" graphics."



The publication also received a National Visions Award for "Best Use of Special Effects" in a 30-second television commercial. The ad features a video game player who gets caught in the middle of the action and sucked into his television where he must turn to the pages of *GamePro* to discover how to defeat his opponent. "We immediately loved the special effects and felt the commercial successfully conveyed the feeling of being in a video game," said **Patrick Ferrell**, president and founder of *GamePro*, adding that the spot has been very successful in driving newsstand sales.

Network World Test Alliance targets real-world applications

Network World has teamed up with some of the leading authorities on network technology to create the *Network World* Test Alliance. By investing resources in comprehensive real-world testing, the alliance will address the kinds of performance issues that cannot be measured in a laboratory environment alone, giving readers a new level of rigorous product testing under demanding conditions.

Members of the alliance include Harvard University's Network Device Laboratory, the International Computer Security Association, Focus Software, Inc., and TeleChoice, Inc.

The alliance will undertake a monthly series of real-world tests of internetworking systems, network software, security tools and other products and technologies that will be documented in in-depth feature articles in *Network World*.

"Our goal in establishing the alliance was to form a partnership with some of the industry's foremost experts on enterprise networks," explained *NW* Editor **John Gallant**. "Together we will bring their knowledge of technology to bear on common issues our readers deal with on a daily basis."

PC World presents World Class Awards

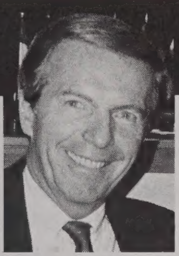
PC World

PC World Editor-in-Chief Phil Lemmons presents a 1992 World Class Award to Alan Gleicher of ChipSoft, whose company was recognized for its tax preparation and planning software.

PC World's World Class Awards are determined by *PCW* readers who nominate their favorite hardware and software products within 42 different categories based on performance and value. Incentives to participate in the reader poll included random prize drawings for a "dream system," 15 software packages and other items.

On line

ASK BILL



Q I have participated in programs of charitable giving using payroll deduction at previous employers. Might IDG offer this mechanism in the future?

A We have added numerous deductions to the payroll system over the last several years in an effort to accommodate the needs of employees. There is a good deal of administrative work involved in adding automatic payroll deductions so we try to limit these to those most in demand by employees. Charitable giving by way of payroll deductions is not something that has been brought up by more than a few employees, hence the reason we would not consider it at this time. That is not to say it might not be considered in the future.

Q Do you think IDG might invest in video teleconferencing anytime in the next few years?

A We are presently testing video teleconferencing between Boston and California. Assuming the tests are successful, I fully expect IDG will have a number of video teleconferencing systems in place within a year or two as there is a rapid payoff in terms of time savings and reduced travel costs.

Q Why doesn't IDG reserve blocks of hotel rooms at gatherings where many of its employees will be in attendance, such as large trade shows like Comdex?

A We do negotiate for a block of rooms when attending major trade shows. Because the show organizer often controls the hotel rooms during a major event, we often negotiate directly with the organizer or the convention bureau and then apportion these back to IDG companies. The same is true of airline flights. It may be that this information is not communicated properly throughout the operating units; we'll try to make certain this information is widely available in the future.

IDG has also negotiated very favorable rates with major hotel chains in the U.S. Bob Ainsworth at IDG Framingham has distributed this information to all operating units, and we encourage our employees to take advantage of these corporate rates.

Q How did IDG fare both in the U.S. and internationally in the first quarter?

A IDG completed the first quarter well ahead of budgeted operating profit. The U.S. operations had a particularly strong quarter with publishing and market research revenues up 20% over the comparable period of last year. International operations were behind budget as most of the economies of Western Europe continue mired in recession. International revenues were up just 4% over last year's fiscal quarter.

Q With the Democrats now in the White House, would you recommend that individual investors make any changes in their portfolios? Will IDG make any changes in its investment strategies?

A Many of the concerns of both economists and Wall Street investors have focused on how much fiscal stimulus might be applied in the short term by the new administration. New deficit estimates appear to have dashed any expectations of a large fiscal stimulus package. To the contrary, what now appears to be on the table is an economic package providing longer term fiscal growth brought about by modest investments in the infrastructure, an investment tax credit, a permanent R&D tax credit and targeted spending on research and development in high technology. Increased taxes (higher personal tax rates and possibly an increase in the gasoline tax) and later a tax on consumption, such as a value-added tax, are likely candidates for enactment in the next four years.

If the form of the economic package eventually signed into law includes a meaningful effort at reducing the deficit over four years, long-term interest rates in the U.S. could drop significantly. Currently, there is little demand for debt in the U.S.; that should keep short-term rates low. With the U.S. economy showing a moderate rate of real growth and inflation at only 2.9%, there is a strong case for equities in the '90s as people continue to look for higher rates of return. Corporate earnings should also grow rapidly as a result of restructuring combined with moderate growth in the economy and low rates of inflation.

IDG, like most companies and individuals, will seek to improve overall yield on its investment portfolio.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

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IDC, LINK Resources announce merger

LINK will become IDC subsidiary but maintain name, NY offices

IDC President **Kirk Campbell** recently announced that LINK Resources has rejoined IDC. LINK Resources, which is now a subsidiary of IDC, will retain its name, its New York offices and its current staff.

The merger is intended to increase revenues of both LINK and IDC and exploit research synergies by having both companies work more closely together, according to Campbell.

The merger will also significantly strengthen IDC's research position in key market segments such as consumer, small business, electronic information, multimedia and business network services.

"LINK has an outstanding asset in its primary market research in the consumer and small business markets, which will now be available to IDC analysts," noted Campbell. In addition, IDC will be able to sell more of its current Continuous Information System products to LINK's traditional customer base, namely the Regional Bell Operating Companies, carriers and information providers.

LINK President and CEO **Diane Gamble** will manage LINK's sales and administration and report to **Larry Bishop**, vice president, sales and administration at IDC. **Andy Bose**, LINK's vice president of research, will manage the consumer research group and report to IDC Senior Vice President **John Gantz**. **Steve Sieck**, vice president, LINK information services, will manage the Electronic Information Services research group and report to IDC Vice President of Communications Research **Gigi Wang**. **Mark Winther**, LINK vice president, network services, will manage Business Network Services and also report to Wang.

"IDC originally bought LINK as an entree into the emerging home market," noted Gamble, "but we were stronger in the business information and telecommunications areas. The home market developed slowly. Nonetheless, we kept plugging away — we were like a 'skunk works' down here, continuing to analyze and forecast the home market and establishing a name in that market that no other company can touch." Now, the consumer market is the largest market that LINK covers, added Gamble.

"As the computer industry is shifting to the mass market, it is natural that IDC's clients would become interested in consumer and home office opportunities. As IDC's and LINK's markets merge, it makes good sense that our two companies should merge," said Gamble.

IDG Australia venture benefits from IDC expertise

IDG Australia's acquisition and subsequent upgrade of *Computing 100* late last year has not only drawn positive feedback from readers and vendors but also serves as an example of how various IDG business units can leverage off of one another's success.

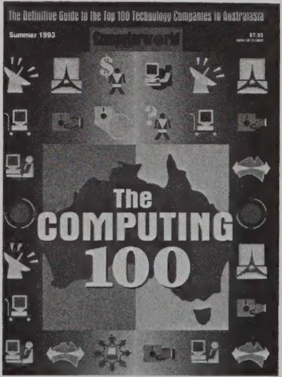
The *Computing 100* is an annual ranking of the top 100 IT companies in Australia. It was acquired last September as part of IDG Australia's purchase of *Computing Australia*, *CW Australia*'s chief competitor.

EQUAL PARTNERSHIP WITH IDC

"The first thing we did was create a working partnership with IDC Australia, and we set up the project as an equal partnership," said IDG Australia Managing Director **Don Kennedy**. "We then surveyed readers and vendors to determine their attitudes about previous issues. The consensus was that the publication was important and needed, but we had to improve the quality of its research and of its physical presentation."

Knowing that IDC would provide superior industry data, the team committed to a budget that allowed four-color printing throughout and far better graphics than earlier issues.

IDC's research also indicated that the regional nature of most major companies meant that the publication should have an Australasian view of the IT market, so revenues were included from both Australia and New Zealand operations.


The Definitive Guide to the Top 100 Technology Companies in Australasia
Summer 1993
$7.95
The
COMPUTING
100

As a result, although *Computing 100* was only being sold in Australia, there was significant information for the New Zealand market. The data, graphics and text were made available for free to IDG New Zealand, and it is considering using the material to its advantage, as well.

Computing 100 is also being used as a sales promotion for certain IDG Books titles, whereby a book, a monthly magazine subscription for *Macworld* or *PC World*, and *Computing 100* are bundled together into a special sales offer. Copies have also been sent to International Marketing Services offices to be used as a sales tool, as they should be especially effective with the parents of the subsidiaries that are ranked in the Top 100, Kennedy said.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, January 25, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

ADMINISTRATIVE ASSISTANT (IDC)

The responsibilities in this position include scheduling, maintainence and management of monthly reports and sales transmittals, creation and distribution of reports and maintenance of client files. Will also interface with salesforce for new clients, update inquiry reports and research as needed. Provide program-specific administrative services such as client communications, and communication with IDC sales force, data entry, travel arrangements and occasional mailing support. The candidate must possess excellent organizational and communications skills, ability to work independently and implement procedures and scheduling and be detail oriented. Knowledge of Paradox, FileMaker Pro & Microsoft Word is helpful.

ACCOUNTING COORDINATOR (PCW)

The individual in this position will be responsible for supporting and maintaining the Accounts Payables procedures serving all four corporations. Must maintain timely and effective expense processing as well as communication to various departments. Some accounting experience preferred.

COPY EDITOR (CIO)

The responsibilities in this position involve copy/line editing, proofreading, trafficking of galleys, and some writing and fact-checking. Requires a minimum of two years copy-editing experience, preferably for a magazine, and excellent attention to detail. Candidate must also have experience with at least two of the following: word-processing, electronic-publishing and/or database technology, AP style, information technology as subject matter.

SENIOR EDITOR (PCW)

The individual in this position will report and write articles on new products, industry trends and news, covering key companies in Southwestern US, including Texas. This candidate will provide PC World editors advance information on technical and business events and cover the personal finance software category. Will also provide backup coverage of the laptop/notebook category. The individual must have a working knowledge of the computer industry. Background in news reporting, preferably in the computer journalism field, good writing and journalist skills, strong analytical ability with an assertive, aggressive drive to get the news and facts are important. Creativity, communication skills and self-motivation are a must.

Job Opportunities

Revised: January 25, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Executive Assistant	Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	HR Administrator	Framingham, MA	T. Mathews	(508)935-4710
IDG	Licensing Director	News Group, Boston, MA	L.Connolly	(508)935-4791
			B. Fischer	(508)935-4600 FAX
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
IDG	P/T Office Assistant	News Group, Boston, MA	C. Pierce	(617)423-9030
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Fulfillment Coordinator	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
IDC	Senior Analyst, Sales & Services	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
IDC	Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IW	Sales Assistant	*Infoworld*, Natick, MA	C. Neumann	(415)572-7341
IW	Team ldr / Assoc. Reviews Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Director of Finance	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Copy Editor (P/T)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Editorial Assistant	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Ad / Cust. Service Rep.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Chief Financial Officer	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circulation Mngr--MultiMedia Wld	*PCWorld*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	K. Milan	(415)978-3303
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Accounting Coordinator	*PC World* San Francisco, CA	M. Reyes	(415)978-3364
PCW	Senior Editor, News	*PC World* Texas	R. Glitman	(415)978-3195
PCW	Admin. Sales Assistant	*Multimedia World*, San Franisco	J. Epstein	(415)267-1772
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
BCP	Production / Copy Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Senior Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
IFTW	Assistant Managing Editor	*Infotainment World**, San Mateo, CA	S. Lusty	(415)349-4300
IFTW	Subscription / Promo. Specialist	*Infotainment World**, San Mateo, CA	H. Klingel	(415)363-5200
IFTW	Editor	*Infotainment World**, San Mateo, CA	L. McDermott	(415)363-5200

*Infotainment World previously GamePro

MACWORLD

-FROM PAGE 1

Worldwide were on hand to demonstrate the total product line of Macworld Communications. New this year was an emphasis on Macworld merchandising and sales of books, CD Ventures' CDs and the official Macworld Expo T-shirts were a huge success.

"The Macworld branded product lines — Macworld Global Magazine Network, Macworld CD Ventures, Macworld Expos and Macworld Books — worked together with more synergy than anytime in our business. This bodes well for serving the needs of Macintosh users worldwide and developing one of the most powerful IT franchises in the world," said Macworld President **Jim Martin**.

Macworld continued this international emphasis with its Macworld Global International Suite. Representatives from six international editions of *Macworld* — *Macworld Japan*, *Macwelt*, *Macworld Italia*, *Macworld UK*, *Macworld Schweiz* and *Macworld Sweden* — made formal presentations on their specific magazines and the state of the market. The room also served as a significant international resource room for Macworld's clients.

"Our goal is to make it easy for U.S. marketing executives to meet with *Macworld* international publications. If they're doing business globally we want them to think *Macworld*," said **Kimberlee Luedee**, director of marketing.

The results of a recent Macworld Global Product Support Center survey, designed to target the needs and expectations of IDG's Macworld operations around the world, were also discussed at a meeting held before the expo. High on the list of needs was the sharing of editorial material and art and increasing opportunities to meet U.S. advertisers.

Macworld CD Ventures used the expo to launch two new products: "Rock, Rap 'N' Roll, the Digital Music Machine" and "The Taste Mate Video Selection System." "Rock, Rap 'N' Roll" uses original music combined in an interactive interface to allow any user, with or without a knowledge of music, to produce professional-quality songs. The "Taste Mate" CD uses interactive technology and artificial intelligence to help users locate movies they are likely to enjoy from a database of over 42,000 titles.

About 500 of the new CDs were sold during the show. According to CD Ventures President **Dan Orum**, "The number may seem small , but it's impressive given that only 20% of the MACWORLD Expo attendees have CD-ROM drives — that's almost 5% of the audience buying CDs right off the show floor."

Macworld

Guests at the Global Product Support Center dinner included Jim Povec, World Expo Corp.; Colin Crawford, newly appointed *Macworld* COO; Frank Cutitta, IMS; *Macworld's* Jim Martin and his wife Susan; Guy Phillips and Peter Worlock, *Macworld U.K.*

Study

- FROM PAGE 1

tors of IS in its audience compared with all other publications studied.

CW, *IW*, *Network World* and *CIO* purchased the study, allowing them access to the data. Only two of IDG's key competitors, *Information Week* and *Datamation*, bought the study. IDG Research Services' Research Manager **Rebecca Alter** has been besieged with requests from the four IDG publications and the Marketing Services Division to produce customized reports that the sales staffs could use to educate customers about the extent of IDG's reach in the marketplace.

SELLING DATA'S STRENGTHS

At *InfoWorld*, Director of Research **Wally Palmer** recently hired two outside consultants to show *IW*'s sales team, research department, and middle and top managers how to best interpret and sell the strengths of the data to clients. Most *IW* sales people are from the trade press, Palmer said, and up to now syndicated studies have been a used more as a sales tool in the consumer press.

The intensive one-and-a-half-day sessions on the East and West coasts will include learning how to present the data relative to other trade books, how to explain the methodology in simple terms, the differences between CompPro and other syndicated studies and how Simmons plans to link CompPro to other studies it has done. They will also address how to combat Ziff-Davis' negative statements about the study, which Simmons, "a top-level firm that is beyond reproach," according to Palmer, has vigorously rebutted.

"Since there will probably be more syndicated studies in the future, we at *InfoWorld* want to be ahead of the curve, and we've investing heavily in this training," Palmer said. "Agencies keep asking for comparability between publications, and a syndicated study provides unbiased data across a specific universe. It's not the sole determining factor of media selection, but it can be highly influential."

Noteworthy!

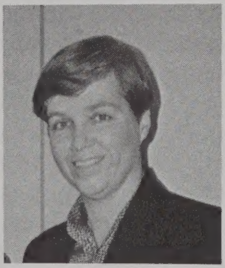
PROMOTIONS

Enos

World Update

Jayne Enos has been promoted to the post of vice president - corporate taxes. In addition to handling the daunting task of preparing and filing the consolidated state and federal returns, Enos and her group prepare individual filings in virtually every state in the U.S. as well as local and miscellaneous returns. In addition, they handle numerous document requests from outside auditors. "Jayne has done an outstanding job in handling IDG's worldwide tax planning as well as coordinating tax strategy with our foreign units," said Executive Vice President of Finance Bill Murphy. Enos holds a BS in accounting, an MBA in taxation and is a certified public accountant.

TRANSFERS



Ryder

World Update

Anne Ryder, projects manager at IDG Japan for the past two-and-a-half years, has moved to California and is now the research assistant to *InfoWorld* Publisher/CEO Bob Metcalfe. Her responsibilities include gathering information for Metcalfe's columns and speeches as well as assisting with projects relating to his role as IDG's vice president of technology. Earlier in her career, Ryder worked at *Network World* from 1986-1989, departing as associate features editor.

■ ■ ■

Janice Crotty is the new assistant managing editor at Infotainment World where she will be writing and editing articles for *GamePro* and *SWATPro* magazines. Prior to joining Infotainment World, Crotty was associate editor at TechMedia in Peterborough, N.H., where she helped launch *Desktop Video World* and edited various TechMedia publications. She holds a BA in English from Ohio University and enjoys floral design, reading and exploring San Francisco.

NEW EMPLOYEES

PC World's new advertising information assistant is **Erin Wayman**. Prior to joining IDG Wayman was a merchandise assistant for SelfCare Catalog. Wayman earned a BS in business administration and a BA in French at Aquinas College in Grand Rapids, Mich. Outside the office, she enjoys bike riding and perfecting her French.

■ ■ ■

Erika Bauer is the new executive assistant to the associate publisher at *SunWorld*. Prior to joining IDG, Bauer was a marketing coordinator for architects in San Francisco. She holds a BA in philosophy from California State University/Fresno, and is currently pursuing a master's degree in creative writing at San Francisco State University. Outside the office, Bauer enjoys music and writing lyrics.

■ ■ ■

Ric Gresh is a new regional sales manager at IDG Books Worldwide responsible for covering the New England territory and supervising the sales reps in the mid-Atlantic and Midwest territories. Prior to joining IDG, Gresh worked at Prentice Hall for 10 years, most recently as eastern regional sales manager. He holds a BA in English from Bowling Green State University and makes time for golf, tennis and coaching youth sports teams.

Chairman's achievers

PC World Lotus Edition Staff

Bill O'Connell

The *PCW Lotus Edition's* East Coast editorial staff: Eric Bender (front). (Back, left) Associate Editor Carol White, Senior Associate Editors Richard Cranford and Carrie Thomas; Associate Editors Andrea Powers, Cynthia Fitzgerald, Catherine Kenny and Ann Kremers; and Senior Editor Frederic Paul (now with *Network World*).

During an especially hectic period late last year, the *PC World Lotus Edition* staff doubled their work load. The staff created the 42-page editorial section for the first issue of the *Lotus Edition* in less than a month while simultaneously producing the final issue of *Lotus* magazine.

The *Lotus Edition* helped bring *PC World*'s circulation to over 900,000, making it the world's largest monthly computer publication with a managerial/professional readership.

"This required very long work hours plus the ability to work smoothly—under high pressure and for the first time—with *PCW*'s editors, copy, art and production staff in San Francisco," said *PCW Lotus Edition* Executive Editor **Eric Bender**.

Bender said the outstanding effort made by the publication's West Coast colleagues was integral to *Lotus Edition*'s success and was just one of numerous special projects the group completed for the record-breaking December issue. West Coast employees included Managing Editor **Cathy Baskin**, Assistant Managing Editor **Anne Kandra**, Copy Chief **Richard Johnson**, Art Director **Mitch Shostak** and Graphics Designer **Tim Luddy**.

Ten years celebrated

***CW* Sales Support Manager Alice Longley began her IDG career as an advertising coordinator in November 1982. She was promoted to sales assistant in the Newton sales office in August 1983 and moved up to her current position a year later.**

Longley and the support team assist the eastern regional vice president and sales staff by developing sales presentation material, researching technical information for clients and providing day-to-day follow-up as neeed. In December, Longley traveled to Arizona to assist with on-site coordination of *Computerworld's* sales meeting.

A graduate of the University of Missouri with a BA in journalism, Longley lives in Wayland, Mass. and enjoys cooking and going to the theatre in her spare time.

World Update

IDG Chairman Pat McGovern recently escorted *Computerworld* Sales Support Manager Alice Longley to lunch at the Ritz-Carlton Hotel in Boston.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week in January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Joanne Oteri - CWDD

ELEVEN YEARS
Renee Pierce - IDG
Kazuhiro Hara - IDG Japan

TEN YEARS
Bev Wolff - Computerworld

NINE YEARS
Paula Foss - Computerworld
Donna Sparrow - TISC

SEVEN YEARS
Sasaki Junichi - Macworld Japan

SIX YEARS
Paul Gillin - Computerworld
Claudette Sears - IDG Research Svcs.

FIVE YEARS
Alan Farias- CW Database Division
Margaret Scullion - IDC UK

FOUR YEARS
Diane Templin - InfoWorld

THREE YEARS
Ben Barbante - InfoWorld
Teresa Scuzzarella - IDG Research Svcs.
Marlene Levis - Network World

TWO YEARS
Izumi Okamoto - Macworld Japan
Lynne Mongardi - IDG
Kevin Adams - IDC UK

ONE YEAR
Christina Wood - PC World
Pippa Batten - IDG UK
Alan Jones - IDG Australia
Emily Tam - Asia CW - Hong Kong
Sue Grant-Marsh - Macworld
Jim Feeley - Macworld Lab
Sarah Weeks - IDC UK
John Gilsenan - IDC UK
Alison McKenzie - IDC UK

Address changes

Infotainment World Inc. (formerly GamePro Publishing) has moved its offices to :

951 Mariner's Island Blvd.
Suite 700
San Mateo, CA 94404

Phone: (415) 349-4300
Fax: (415) 349-7482

* * *

The telephone numbers for IDG Philippines have recently been misprinted. The correct numbers are:

+632-812-8401
+632-812-8402
+632-812-8403
and
+632-812-8397
+632-812-8398

* * *

The city code in Oslo, Norway, has recently been changed from 2 to 22. IDG Norway's new telephone and fax numbers are:

Phone: +47 22 68 80 90
Admin. fax: +47 22 57 18 88

* * *

IDG Hungary has moved to:

H-1012 Budapest
Márvány u.17

Phone: +36-1-156-25-82
(Istvan Biro)
+36-1-156-82-91
+36-1-156-86-91

Fax: +36-1-156-97-73

However, the mailing address remains the same (H-1536 Budapest, POB 386)

Do-er's profile

Linda Burton

- **HOME:** Weston, Mass.

- **PROFESSION:** *CIO*'s New England and Central Regional Director/Advertising Sales

- **JOINED IDG:** Joined IDC in June 1978, joined *CIO* in July 1991

- **WHY DO YOU DO WHAT YOU DO?** I find selling *CIO* challenging and very rewarding, and *CIO* is a wonderful place to work.

- **WHAT DO YOU LIKE BEST ABOUT YOUR JOB?** I have a great boss!

- **LATEST ACCOMPLISHMENT:** I'm expecting my first child in May

- **OUTSIDE INTERESTS:** Cooking, gardening, traveling

- **FAVORITE VACATION DESTINATION:** Bora Bora. I spent a wonderful honeymoon there — it is truly paradise.

- **FAVORITE FOOD:** Fois gras with sauterne

- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD:** Speak Italian

- **FAVORITE MUSICIAN:** Aretha Franklin

World Update

- **FAVORITE POSSESSION:** My mother's engagement ring because it reminds me of a very special man, my father, and it was given to me by a very special woman, my mother.

- **MANAGER'S PROFILE:** "Ever since joining the company, Linda has consistently been ahead of plan. She took over the New England territory and doubled the revenue. Then she took over the Midwest territory too, and increased the revenue as well. She's always showing her managerial prowess. I've often said I wanted more than one Linda, and now she's working on that, although I don't know if I want to wait 20 or 30 years!"

— Joe Levy, president, CIO Publishing

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for their contributions to this week's issue:

Mary Doyle, Computerworld
Kathy Dinneen, IDG Research Svcs.
Evilee Thibeault, Network World
Kim Luedee, Macworld
Don Kennedy, IDG Australia
Lee Doyle, PC World
Diane Gamble, LINK Resources
Kirk Campbell, IDC
Valerie Hennigan, Infotainment World

AIGNER RIP-PROOF^{TM} TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

Colin Crawford takes reins as Macworld COO
- PAGE 2

IDC opens European Storage Program office in Austria
- PAGE 2

Marketing manager does double duty in the Army Reserves
- PAGE 4

IDG *World Update*

VOLUME 23, NUMBER 5 **FEBRUARY 1, 1993**

IDG Hungary adds third publication

IDG Hungary

Participants at the *Alaplap* signing ceremony were (left): Tamás Vékony and Ilona Sebestyén of Cedrus, IDG Hungary General Manager István Bíró, and Editor Pál Faklen.

IDG Hungary added a third publication to the fold with the recent acquisition of the monthly *Alaplap*, Hungary's oldest and largest computer magazine, from rival Cédrus Publishing Ltd.

Alaplap, which means "motherboard" in Hungarian, focuses primarily on software programming and use, computing basics and applications, as well as some general IT news. Its readers include novice and experienced users and programmers.

"With the three computer magazines we now own, we can target the entire scope of readers interested in computers and IT," said General Manager **István Bíró**. *CW Számítástechnika* and *PC World Hungary* will now be able to better focus on their respective missions — IT business and economic issues and product information for business users.

The staff of *Alaplap* moved into IDG Hungary's new offices last month. Its editor, **Pál Faklen**, has been with the publication since 1990, when it was transformed from a 7-year-old home/hobbyist magazine to a PC-oriented product. Faklen has a degree in economics and served as editor and publisher at a variety of business and technical periodicals. He was recently elected chairman of the Hungarian Advertising Association.

Alaplap's print run averages 10,000, with distribution evenly divided between subscriptions and newsstands. *Alaplap* will continue to be the only Hungarian title published with a diskette supplement, which provides source program lists, public domain and shareware programs, small utilities and other additional material.

Desktop Video World makes debut

One of the many new products on the floor at the recent MACWORLD Expo/San Francisco was TechMedia Publishing's debut issue of *Desktop Video World (DTVW)*, the industry's first publication specifically targeting the merging computer and video markets.

DESKTOP VIDEO WORLD
Premiere Issue
DTV STUDIO
Build It Yourself!
4 HOT Morphing Tools
Personal Paintboxes
10 Super Buys!
Full Motion VIDEO
25 Ways to Capture It!
Video Toaster Expansion
18 Upgrade Options!
2D & 3D Animation Software
QuickTime BUYERS GUIDE
Advanced Video Displays
SPOTLIGHT on Video Editing

Vendors and attendees alike showed their unabashed enthusiasm for the publication, quickly scooping up the supply of 10,000 free copies. The most common reaction to *Desktop Video World* at the show was "it's about time there was a magazine like this," said Marketing Director **Wendie Marro**.

"We're very pleased with the response," said TechMedia President **Dale Strang**. "Advertisers have been looking for a cost-efficient vehicle to reach desktop videographers, and end users need a single source of information to make

- SEE PAGE 5

In brief

IDG Books launches *Windows GIZMOS*

IDG Books Worldwide has unveiled *Windows GIZMOS*, a book/disk compilation of the best in Windows shareware and freeware and advice on how to use the programs to configure the ultimate Windows desktop. Each of the 33 programs is fully documented and includes complete details on technical support and upgrades.

Written by Brian Livingston, author of last year's No. 1 best-seller, *Windows 3.1 SECRETS*, *Windows GIZMOS* is designed to complement its sister publication, a book of undocumented Windows features. Users can potentially save hundreds of dollars by purchasing *GIZMOS'* collection of applications, tools and games rather than buying comparable programs from traditional vendors.

Windows GIZMOS retails for $39.95 in the U.S., $52.95 in Canada. IDG employees are entitled to a 30% discount when ordering books direct from IDG Books Worldwide, telephone 1-800-762-2974, fax 415-358-1260.

IDC Storage program expands to Europe

IDC's Systems, Software and Storage Program officially opened a European Storage office in Filmoos, Austria, late last year, marking a major investment in the program's core services.

The program's director, 34-year industry veteran **Bob Peyton**, is responsible for local European and strategic market analysis for Winchester disk, tape, optical and system-level storage technologies. This research assists buyers of data storage devices such as computer system OEMs, resellers and systems integrators to better understand how to leverage peripheral products to achieve a competitive advantage. Research will be sold primarily to European clients.

"Research at the local level is the underpinning of IDC's global strategy. This, combined with Bob's vast experience, will dramatically enhance the value of our storage research," said IDC Senior Vice President/Systems, Software and Storage **David Vellante**.

For the past eight years, Peyton served as director of business planning for Quantum's Winchester disk drives and spent the past year in Europe analyzing the market, customers and distribution paths. Prior to Quantum, he spent 10 years in printer product development and long-range planning at Dataproducts and Qume. Peyton was also an engineering manager at DEC during the '70s, where he was responsible for magnetic tape and floppy disk product planning and development.

PC Games doubles frequency

PC Games is increasing its frequency from four issues to eight this year, enabling fans to keep up with the latest product offerings throughout the year. The magazine will continue to appear monthly October through January, but will add four bimonthly issues February through September.

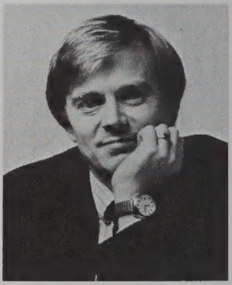
"The market is less tied into the traditional seasonality of the Christmas holidays, as more publishers are releasing new titles throughout the year," said Publisher **Paul Boulé**. "We want to be as current as possible on the editorial side and give advertisers an opportunity to promote their products year round."

Single Copy Sales Director **George Clark** has been working on a variety of channels to achieve better distribution of *PC Games*, and plans are in the works to increase in-store promotions.

Crawford named Macworld COO

Colin Crawford today assumes the role of chief operating officer at Macworld Communications Inc.

Crawford, most recently managing director for Dennis Publishing, one of the largest independent publishers of computer publications in the U.K., will oversee day-to-day responsibilities for *Macworld* magazine. **Jim Martin** will remain president/CEO of Macworld Communications and publisher of *Macworld*. About 25% of Martin's time will be devoted to issues surrounding the Macworld Global Product Expertise Center.



Crawford

Dennis Publishing

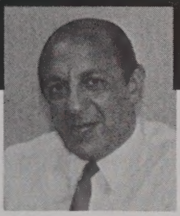
"I have been interviewing candidates for almost a year, looking for the one executive who understands publishing, has an entrepreneurial background, shares my vision for *Macworld* as a worldwide information provider in different media forms, and someone who is as passionate about Apple Computer as we all are here at Macworld Communications," Martin said. "Colin Crawford is the only executive I found who meets all my criteria."

Crawford has held leading roles in launching numerous titles in the U.K. including *The VAR*, *90 Minutes*, *Computer Buyer*, *Windows*, and *Computer Shopper*, which is considered to be one of the most successfully launched computer titles in the U.K. He is also credited for the success of trade shows such as the Computer Shopper Show, now the U.K.'s leading event for direct purchases of computer hardware and software.

Crawford said his top priority will be "to see that the challenges facing *Macworld* will be met by continuing to provide top quality, independent and relevant information to a growing audience with diverse interests and needs."

On line

ASK RUBEN



Ruben Argento, general manager and director of IDG Argentina since 1982, and general manager of IDC Argentina since 1989, takes a turn as On line's guest columnist.

Q What is the current economic environment in Argentina, and how are you planning to exploit it?

A The economic situation in Argentina has radically improved, with a 17.5% rate of inflation in 1992, compared to the huge inflation rates of the last few years, which reached 1,343.9% annually in 1989-90. However, serious imbalances still exist, such as domestic prices, which are very high compared to international prices, and the inefficiency of most of our industries, which prevents them from competing against foreign markets. Fortunately, the government is privatizing all public enterprises that caused the fiscal deficit that fed inflation. However, we're in a very critical transition period where investments are just starting, costs are high and tax pressure has dramatically increased, generating a severe recession.

At IDG Argentina, we are controlling our costs and getting ready to provide support to user and supplier enterprises during the next economic growth period, which we hope will begin within the second half of this year.

Q Could you briefly describe the IT market in Argentina and its prospects for the rest of the 1990s?

A Together with IDC we are forecasting a very positive future for the IT market in Argentina, with an attractive growth starting mid-year, particularly regarding professional services, software, servers, workstations and PCs. The current trend shows solid investment plans in open systems, client/server, image processing, workgroup applications and, of course networking. Fortunately, import duties are 0% for most of the products, except for point-of-sale terminals and automatic cash registers. Since these items are produced locally, buyers of similar foreign-made products must pay a 22% levy.

The projection for the rest of the '90s is promising, as there is a large technological gap to cover. At the same time, privatizations and deregulations will significantly promote growth, where information and communications will be two key supports.

Q You have one of the only *InfoWorld* publications outside the U.S. What led you to launch it and how successful has it been?

A Our strategy was to produce a newspaper similar to the one that is highly respected within the U.S. marketplace, with an excellent editorial level — particularly regarding the product comparison and Test Center sections — and with a large number of breaking news stories. The goal is to compete against the classic PC user magazines, mainly aimed at home-based workers and those people using computers for non-work activities. *InfoWorld*'s reader profile, however, is composed of corporate executives and decision makers who are high-volume buyers of IT, a group that was not previously served by existing PC publications.

One of the key advantages of *InfoWorld* is its lower print and circulation costs, which allows us to have a large mailing list and to send issues directly to the managers who we have verified need information on technology and products.

Q What steps have you taken to expand your non-display advertising sources of revenue?

A We publish software and hardware catalogues that list all IT products and services in the local marketplace. Each enterprise that markets and/or supports the product pays, not for advertising, but for the insertion of the product listing. The directories are sold at newsstands, sent to IS and other department managers and distributed at shows and exhibitions.

Another ancillary product line is our exclusive newsletters, where we sign agreements with various sponsors to publish information on their products and technologies These newsletters were a key factor for our '92 revenue, as we produced a number of them for HP, Apple, Compaq, Lotus and Computer Associates. The key to our success is providing the best information available from a reliable source — IDG —directly to the decision makers. The result: today we are the absolute leaders in our market for newsletters. White papers published with IDC information are an additional source of alternative revenue.

Q Do you have any additional products or sevices planned for the next 12 months?

A We will be launching two supplements. A bimonthly *InfoWorld* supplement/insert with wholesale pricing information will be aimed at large users and resellers, promoting special opportunities to invest in products and services at a significant discount. We hope to get the support of top suppliers by demonstrating the high impact their ads can have on clearly identified large users and resellers.

For *Computerworld*, we are planning a monthly supplement/insert on communications with topics including cellular and satellite telephone technology, electronic messaging and other services. The editorial will also enhance our publications' offering of networking information. We're trying to get the support of a variety of suppliers of communications products and services who will have the opportunity to reach executives and other decision makers in Argentina's top user enterprises.

Off-site

While most folks are spending their weekends unwinding from the busy week, **Katie Sheldon Hammler**, manager of marketing and client services at IDC Government, is likely to be hard at work at Fort Belvoir in northern Virginia where she is a first lieutenant in the U.S. Army Reserves.

Hammler joined the reserves to attend college on an R.O.T.C. scholarship at Brown University, but because the liberal college bans R.O.T.C. she had to jointly enroll in Providence College. Upon graduation from Brown, Hammler received her commission as a second lieutenant and is fulfilling her eight-year commitment to the army as a reservist.

One weekend a month and two weeks each summer Hammler trains with her Army Reserves unit to keep her skills honed.

A DIFFERENT CULTURE

Hammler is the officer in charge of correspondence and distribution of documents for her headquarters unit. During weekend trainings Hammler manages communications between headquarters and 37 subordinate units. "The army is a whole different culture with a whole different language," she said. "Learning how to handle myself in the extremely hierarchical military structure has taught me a great deal about formal leadership."

The two-week training during the summer has a different focus. "Essentially we play war games," Hammler said. In one recent scenario, a platoon in the field was hit, and Hammler's unit had to do the logistical clean-up work, including tallying up the wounded, notifying relatives, and locating and transporting replacements of both personnel and supplies. The training took place in a model of an urban block of bombed out buildings.

"One of the best parts of the two weeks was 'Employer Appreciation Day'," Hammler recalled. **Robin Rather**, director of business development and sales at IDC Government and Hammler's manager, and Dick Mallion, IDC Government consultant, visited Hammler at Fort Pickett. "It was a day for employers to witness and experience out in the field what we do as reservists," Hammler said.

IDC Government

Dick Mallion and Robin Rather had a chance to sample army rations on a visit with Katie Hammler (center) at Fort Pickett during Employer Appreciation Day.

Though the physical requirements for reservists are rigorous there is no organized physical training. Reservists are expected to keep in shape on their own and must pass annual reviews. To "max" the physical test, which she usually does, a woman Hammler's age of 26 must be able to do 90 situps, 60 pushups, and run 2 miles in 15 minutes and 30 seconds. Each year reservists must also qualify on M-16 rifles, hitting staggered targets 50 to 300 meters away as they pop up at irregular intervals. There is also an academic component, for both officers and noncommissioned reservists. Hammler attended the Adjutant General Officer Basic Course and must also attend the Officer Advanced course as well as other courses to keep current in her field.

Hammler's unit was not called during Operation Desert Storm, although her husband's unit was activated. "Rumors run rampant, and it can be difficult to have no control over what happens to you," Hammler acknowledged. "I've had to learn to take things in stride and be flexible."

Managing the contrast between life as a reservist and life as a civilian can be difficult as well. Last March Hammler spent an entire weekend outdoors with her unit. "Waking up at 0430 (4:30 a.m.) in a tent with snow on the ground and being outdoors all that day and the next was a challenge," she said. Going to work Monday morning at her office in civilian work clothes was quite a change.

Hammler is used to managing dichotomies, however. "Going to Brown, a liberal college, and simultaneoulsy being in R.O.T.C. gave me a very balanced education," she said. "My Brown friends think I'm conservative and my Army friends think I'm liberal. I like to think I'm in the middle with the ability to understand and respect both sides."

If you or any of your colleagues participate in activities that might make interesting Off-site profiles, please let us know about it! Contact Patricia Smith or Penny Winn at (617) 423-9030.

Address change

New address for IDG/UFT's Istanbul office:

Sanayi Mah
Eski Büyükdere Cad.
Uçar Sk. No. 25/B Kat: 5
80650 4. Levent
Istanbul, Turkey

Phone: +90-1-279-11-80
Fax: +90-1-269-18-28

IDG/UFT's branch office in Ankara has also moved to new quarters:

Nene Hatun Cad. No.24/3
Gaziosmanpasa 06700
Ankara, Turkey

Phone +90-4-446-86-34
Fax: +90-4-446-04-12

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, February 1, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

ADMINISTRATIVE ASSISTANT / PRODUCTION COORDINATOR (IDC)

IDC Financial Services is seeking an individual to fill this position which requires both administrative and production coordination skills. Day to day activities will include: telephone support, coordination of major service deliverables from a production standpoint, sorting and mailing of deliverables, filing, faxing and typing. Job skills required: Strong MAC experience (Microsoft, Filemaker Pro, Excel, MacDraw), good phone skills, well organized and able to juggle many jobs at once. This individual must be pro-active and a self-starter.

DESIGN ASSOCIATE (CIO)

The ideal candidate must possess 3-4 years of design or magazine experience and a degree in Graphic Design. You'll be assisting in all aspects of the magazine including layout, creating charts and graphs and preparing occasional mechanicals. Proficiency in Quark and Adobe Illustrator on the MAC is preferred, but we will train the right candidate.

EVENTS SPECIALIST (IW)

InfoWorld is seeking an individual to fill this intermediate level conference planning position that will include a variety of show planning responsibilities. The position requires 4 - 5 years of conference or meeting planning experience, industry knowledge and strong organizational skills.

CONFERENCE ADMINISTRATOR I (IW)

The individual in this position will work with the production of our conferences (e.g. "DEMO"). One to three years of business experience, excellent organizational skills and computer experience required. Some trade show coordination or planning experience is helpful.

NATIONAL SALES DIRECTOR (IW)

The individual in this high level executive position will manage all aspects of the advertising sales function for InfoWorld. Candidates must have 10 - 15 years sales experience and a comprehensive knowledge of the PC industry. The successful candidate will report directly to the President and COO.

SALES ASSISTANT (IDG BOOKS)

IDG Books needs a highly organized team player to provide administrative and customer service support to the International sales team. The successful candidate should be an outgoing professional able to accommodate customers from different cultures via phone and fax. Candidates should have 2 - 5 years progressive administrative responsibilities with a professional customer service and or sales background. Must be detail conscious with good written / verbal communication skills. Strong WP skills, familiarity with spreadsheets and an aptitude with computers is required. A four year degree is preferred. Foreign language ability, particularly Spanish or German is a plus.

MARKETING SPECIALIST (IDG BOOKS)

The marketing specialist will be responsible for developing and executing marketing communications and retail promotion plans, including: catalogs, trade advertising, specialty promotions, product packaging and campaigns. Ideal candidate must be a detail oriented marketing generalist with a strong balance between creative and analytical processes, proven hands on copy-writing, art/production experience and demonstrated ability to plan/budget time and financial resources. Strong communication skills as well as basic computer experience is a must. A background in book publishing and awareness of the high-tech industry is preferred. A BA and 4 - 6 years directly related work experience is required.

RECEPTIONIST / ADMINISTRATIVE EXPERIENCE (PCW CENTRAL SERVICES)

This position provides lunch and break relief to two reception desks. Responsibilities include handling switchboard, courier and fax duties, greeting guests, and maintaining the reception area. This position will also provide support to various Central Services departments as needed (Facilities, Office Services and Accounting). Must have at least one year experience in an office setting.

OFFICE SERVICES COORDINATOR (PCW CENTRAL SERVICES)

This individual will perform tasks in the area of Office Services to effectively serve the employees of the companies served by Central Services. Responsibilities include sorting mail, maintaining terrace storage, shipping and receiving, setting-up and maintenance of the conference rooms, switchboard back-up, and other duties as assigned by supervisor. The ideal candidate will have a California driver's license with a good driving record. Good communication skills, the ability to juggle many multiple tasks is also required. Experience in a mailroom, shipping and receiving, warehouse or purchasing environment is desirable.

ADMINISTRATIVE ASSISTANT (CWPI--ROCHELLE PARK, NJ)

Our Rochelle Park sales office seeks an articulate, efficient individual who can juggle simultaneous work loads to support two sales reps. in this entry level position. Requirements include excellent written and verbal communication skills, proof-reading, organizational and prioritization skills as well as the ability to work independently with minimum supervision. Must be a business school graduate or possess previous work experience. A working knowledge of PC's required with word-processing, Quattro-Pro and Harvard Graphics experience a plus.

VICE PRESIDENT MARKETING (INFOTAINMENT WORLD)

The successful candidate will have 7 - 10 years diversified consumer marketing experience. This individual will be responsible for positioning , developing, and implementing all world-wide marketing activities, long-range strategic planning and the world-wide commercialization of key Infotainment World products. Qualified candidate will have overseen numerous advertising and public relations campaigns, trade show exhibits and major events and will assist in new product development as well as the expansion of multiple product lines. Experienced in the complete management of design and conceptualization of market research and using it for sales promotional materials.

Job Opportunities

Revised: February 1, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Executive Assistant	Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	HR Administrator	Framingham, MA	T. Mathews	(508)935-4710
IDG	Licensing Director	News Group, Boston, MA	L.Connolly	(508)935-4791
			B. Fischer	(508)935-4600 FAX
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Fulfillment Coordinator	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Senior Analyst, Sales & Services	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
IDC	Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4351
IDC/TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor`	Framingham, MA	L. McCreary	(508)935-4618
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IW	Nat'l Sales Dir	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.I	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*Infoworld*, Natick, MA	C. Neumann	(415)572-7341
IW	Team ldr / Assoc. Reviews Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Director of Finance	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Copy Editor (P/T)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Ad / Cust. Service Rep.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW/CS	Receptionist / Admin. Asst.	PCW Central Svcs, SF, CA	P. Murphy	(415)978-3365
PCW/CS	Office Svcs Coordinator	PCW Central Svcs, SF, CA	J. Oterson	(415)978-3354
PCW	Chief Financial Officer	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circulation Mngr--MultiMedia Wld	*PCWorld*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Senior Editor, News	*PC World*, Texas	R. Glitman	(415)978-3195
PCW	Admin. Sales Assistant	Multimedia World, San Franisco	J. Epstein	(415)267-1772
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Admin. Assistant	*CWPI*, Rochelle Park, NJ	N. Tamburrino	(201)587-0090
A+	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
BCP	Production / Copy Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Senior Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
IFTW	VP Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Subscription / Promo. Specialist	*Infotainment World*, San Mateo, CA	H. Klingel	(415)349-4300
IFTW	Editor	*Infotainment World*, San Mateo, CA	L. McDermott	(415)349-4300

Chairman's achievers

Nancy Underwood
Director, Northwest sales
IDC Mountain View, Calif.

Sandra Harrington
Sales manager
IDC Mountain View, Calif.

Nancy Underwood and Sandra Harrington were named co-winners of IDC's Sales Person of the Year award based on their exceptional performance in 1992. Underwood, who joined IDC in 1988, achieved 132% of her personal plan while also managing the Northwest Regional account executives. Three-year IDC veteran Harrington, who is being honored as a Chairman's Achiever for the second time, also achieved 132% of her plan. She was among a select group of sales people honored for bringing in more than $550,000 in new CIS business.

The *Computerworld* Team
Framingham, Mass.

COMPUTERWORLD
25
SPECIAL
TH
ANNIVERSARY
TWENTY-FIVE PEOPLE WHO CHANGED THE WORLD
EDITION

Last fall *Computerworld*'s 25th anniversary edition won a Gold Ozzie Award, the highest design award given by *Magazine Design and Production. CW* earned its gold in the category of Best Special or Single Issue Design/Tabloid or Business Newspaper, and also won an honorable mention for Best Cover. Designed by Design Director **Nancy Kowal**, staff from several other departments also contributed.

"*Computerworld* is proud to receive the Chairman's Achiever Award for our 25th Anniversary Issue. Publishing is a team business and the aspect of the 25th anniversary issue that I was most impressed with was how all departments at *Computerworld* worked together as a team to produce this outstanding issue," said CW President **Gary Beach**.

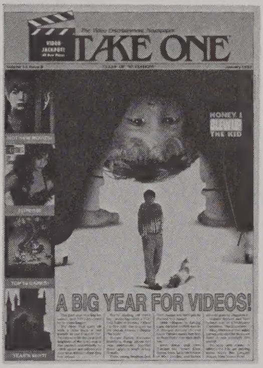
Connell Communications acquires *Take One* video review

IDG's Connell Communications is now the largest paid circulation consumer electronics publishing company in the U.S. with the purchase of *Take One*, a leading home entertainment electronics publication based in Little Rock, Ark.

Formerly the principal publication of Falcon Publications, *Take One* is distributed at video rental stores throughout the U.S. and has a monthly circulation of 1.4 million copies.

"With the acquisition of *Take One*, IDG has a dominant position in the consumer electronics publishing market," said IDG Chairman **Pat McGovern**. "IDG intends to reinforce this franchise by providing more technology information to the users of consumer electronics products."

"Entertainment and consumer electronics manufacturers are channeling more of their marketing resources into supporting their retailer network," said **Jim Connell**, CEO of Peterborough, N.H.-based Connell Communications. "*Take One* [as well as a similar Connell publication, *Video Event*] offers reviews and helps people decide what videos to select. Research has shown that consumers may purchase four to five additional videos per month after reading the publication."



More than 16,000 leading entertainment and electronics stores carry Connell Communications' array of publications. Advertising in *Video Event*, which has a paid circulation of 1.3 million copies, will be sold as a package with *Take One*, offering advertisers a 2.7 million paid circulation reach to the $12 billion-a-year video rental and purchase markets. Connell's titles also include *Laser Event*, the leading publication for laser disc users with a paid circulation of 160,000 a month, and *CD Review*, the leading magazine for users of audio compact discs, with a paid circulation of 110,000 per month.

Take One's staff of 20 will remain in Little Rock, Connell said.

Debut

- FROM PAGE 1

buying decisions."

The desktop video market grew to $625 million in 1992 and is expected to hit several billion dollars by 1995. The market is composed of computer users, multimedia producers and videographers.

DTVW's editorial content will cover the Amiga, Mac and PC platforms. Topics include industry experts' views on the desktop video revolution, the newest products available, and profiles on desktop videographers. *Desktop Video World*'s sister publication, *Amiga World*, will continue to address every application the Amiga offers, including some editorial on video capabilities.

Desktop Video World will have an initial paid circulation of 40,000, with an additional component of controlled circulation. It will be distributed on U.S. newsstands and bookstores with a cover price of $3.95 and a one-year charter subscription price of $15.97.

"Our focus is on video, from the computer user's point of view," explained **Lou Wallace**, editor-in-chief of *Desktop Video World*. "Advanced computer graphics, 3-D animation, video capture and editing, image processing and multimedia are all examples of serious work being done better, faster and for less money on desktop systems."

The 130-page February/March premier issue closed over the advertising plan with ads from major desktop video equipment developers such as Truevision, Radius, NewTek, Matrox, VideoLogic and Commodore.

Noteworthy!

PROMOTIONS

Five members of the IDG Corporate Credit Department have been promoted to the position of senior credit analyst: **Doreen Ferguson, Terrence Jones, Lynne Mongardi, John Robison** and **Cathy Thacker.**

Ferguson World Update

Ferguson joined the Credit Department in August 1988 and has supported IDC and *PC World.* Most recently, she took on the challenging assignment of handling MSD's Market Access Program (MAP). This summer, she was the recipient of the IDG STAR award for her outstanding contribution to MAP.

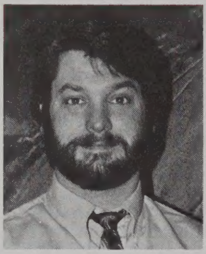
Jones World Update

Jones started his IDG career with ITI and joined the Credit Department in November 1989, where he has supported both IDC and *InfoWorld.* Beginning last October, Jones has concentrated exclusively on collections for MAP accounts.

Mongardi World Update

Mongardi has been with the Credit Department since January 1991. She brought tremendous experience to IDG and quickly became one of the leading credit analysts in the department. Currently her heavy work load consists of supporting *InfoWorld*, World Expo and the three IMI publications.

Robison is a six-and-a-half-year veteran of the IDG Corporate Credit Department. Over the years, he has handled collections for *PC World*, and for the last several years has focused his energies on credit. Robison has worked extremely hard with the business units to foster better communication with regard to credit and closing issues. "He is truly a team player in every sense of the word," said Jay Boviard, corporate credit manager.


Robison World Update

Thacker World Update

Thacker joined the department in May 1988. Currently she handles two major collection responsibilities — *Computerworld* and *Macworld.* In addition to this, "she has done a tremendous job with the statistical reports generated monthly by our department," noted Boviard.

"All five newly appointed senior credit analysts bring special skills and talents to their new positions. They have all worked extremely hard in the past years, and I know their future contributions will continue to be significant," said Boviard.

■ ■ ■

Lieberman World Update

At IDG Framingham's IS Department, former Client Services Administrator **Eve Lieberman** has been promoted to applications analyst. "Eve has shown that she has a lot of capabilities," said IS Director Nancy Newkirk. "This year she took on general ledger processing, which is a critical part of our financial acccounting, and did a great job." Lieberman recently received a Corporate STAR Award for outstanding performance.

NEW EMPLOYEES

IDG Australia welcomes a new receptionist to its offices, **Jessica Attard.** Prior to joining IDG, Attard was an administrative assistant for a clothing manufacturer. Outside the office, she enjoys swimming, cooking and belly dancing.

■ ■ ■

Kim Schackel is the new national accounts manager for *Network World*'s western region. Prior to joining IDG, Schackel was a regional manager at *PC Week.* She earned a BA in English from Westchester State University and enjoys skiing, golf, music and exploring the San Francisco area.

■ ■ ■

Beth Kamoroff is the new associate designer at *NeXTWORLD* where she will be responsible for the layout and production of *NeXTWORLD EXTRA*, a monthly supplement to *Nextworld* magazine. Kamoroff earned a BS in design from the University of California/Davis.

ETC.

Pauline Smith, *Computerworld*'s South Atlantic region senior account executive for recruitment advertising, recently earned her MBA from Babson College in Wellesley, Mass.

■ ■ ■

IDG World Update's November 1992 story on the Computers For Classrooms project, which *Computerworld* and the East West Education Development Foundation are promoting, has spurred at least one business unit to take action. Members of IDG's Finance Department set out to find a school system interested in an older model IBM PC the department was no longer using.

A representative from the Westwood, Mass., public school system was so thrilled at the opportunity that arrangements were made to pick up the computer within 24 hours. Thirty students are now each receiving an hour of training on the system per week.

Any business units looking to donate equipment are encouraged to contact local schools directly or call East West at 617-542-1234.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Rainer Oberländer - IDG Germany

ELEVEN YEARS
Edelgard Hartwig - IDG Germany

TEN YEARS
Andreas Förth - IDG Germany

NINE YEARS
Mary Rinaldo - Network World

SIX YEARS
Vilma Kalocsai - IDG Hungary
Lászlo Varga - IDG Hungary
Jonathan Sheldrake - ERC

FIVE YEARS
Barbara Urbaniak - IDG Germany
Linda Fielding - IDC UK
Edith Lo - Asia CW Hong Kong
Laura Sears - IDG
Cathi Tucker-Bledsoe - Macworld

FOUR YEARS
Tibor Mészáros - IDG Hungary
Paul Vogl - IDG Germany
Donna Kirkey - Network World
Arne Hurty - Macworld

THREE YEARS
Györgyi Birkus - IDG Hungary
Aniko Krajnyák - IDG Hungary
Rózsa Szökrény - IDG Hungary
Monica Capuzzi - IDG Italy
Angela Fuchs - IDG Germany
Gunhild Haugnes - IDG Norway

TWO YEARS
Umberto Savignano - IDG Germany
Susan Powers - Federal Computer Week
Amy Silberman - IDG

ONE YEAR
Sarolta Simo - IDG Hungary
Lászlo Horváth - IDG Hungary
Lynn Palmquist - CIO

Two employees celebrate a decade of service

World Update

Pat McGovern and Craig Pierce enjoyed lunch at Boston's Julien restaurant...

World Update

...while Steve Josselyn joined the chairman for lunch at Aujourd'hui.

Craig Pierce joined IDG in November 1982 as a programmer in the Instant Software Division of Wayne Green. In 1983, he was named production manager at Wayne Green Books, then a division of CW Communications/ Peterborough, and in 1986, became special products manager in the circulation department.

Two years later, Pierce moved to Massachusetts to join the IDG International News Group as circulation/operations manager. In 1990, he was named general manager of the group and assumed his current position, vice president of operations, in 1991.

Pierce oversees the group's newsletter contract publishing services and the IDG PR Service. He also handles financial and network management for the International News Group.

He lives in Leominster, Mass., with his wife Renee (also an IDG employee) and son Alex. On the rare occasions he is not in the office, he enjoys spending time with his family, working out at the gym, tennis and golf.

Steve Josselyn started with IDG in December 1982 as an account manager at IDC. The following year he was promoted to senior consultant, User Services. In 1986, he was named senior consultant, Continuous Information Services and the next year he was promoted to program manager, Systems and Peripherals Technology Systems. In 1990, he became a senior analyst, processors, and is now a senior research analyst, Worldwide Commercial Systems.

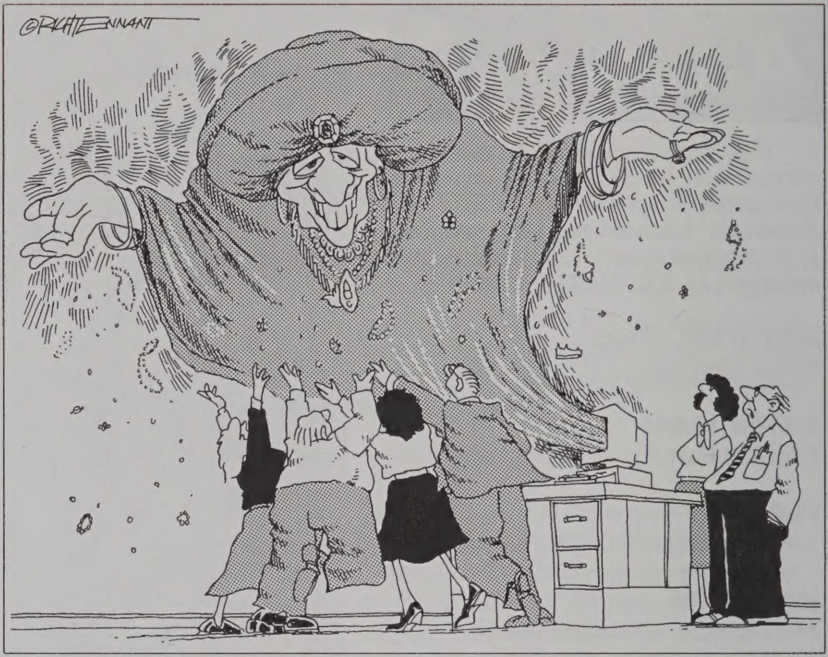
In his current role, he is responsible for mainframe and midrange system research as well as coordinating worldwide multiuser system numbers with all IDC country offices.

Prior to joining IDG, Josselyn worked for the Stop & Shop grocery chain in various supervisory and management positions within the main data center.

Josselyn lives in Hanover, Mass. He attended New England College in Henniker, N.H. When not in the office, he can generally be found on the golf course, or weather dictating, on the ski slopes.

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Jim Moody will receive an official "Off line" T-shirt, while the honorable mention winners below will receive *IDG World Update* frisbees.



"No, no. Not GEnie! I said call up CompuServe!"
-**Jim Moody**, PC World

"Well, we know what Alt-F1 does."
- **Joanne Tsang**, InfoWorld

"Oh boy... Walt Disney is gonna be ticked!"
- **Tom Peacock**, CW Publishing

"So, who's going to get the three wishes?"
- **Michelle Beals**, CW Burlingame

"Remind me to review our benefits package."
- **Jason Muscat**, IMI

"I didn't know there was a genie under the F1 key!"
- **Debbie Lively**, CIO Publishing

"It's Bill Gates!"
- **Richard Mergler**, IDG Australia

"That new Aladdin game is quite something, eh?"
- **Dave Taylor**, SunWorld

"The IBM salesman said this was the *ultimate* in terms of customer satisfaction."
- **Simon Salamon**, LINK Resources

IDG *World Update*

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Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for their contributions to this week's issue:

Ruben Argento, IDG Argentina

Katie Hammler, IDC Government

Deborah Butler, IDC

Terri Edelman, Macworld

Susan Petrie, IDG Finance

Wendie Marro, TechMedia

Lotus Italia graces the newsstands in January
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IDG grabs top spot in advertiser, agency, publisher survey
- PAGE 4

MacComputing to aim at fast-growing market segment
- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 6

FEBRUARY 8, 1993

Object World features software developer track at Boston debut

Object World, now in its third year of showcasing the commercial and practical aspects of applying object technology to real-world situations, last week staged a very successful Boston debut.

The show, a joint venture between World Expo Corp. and the Object Management Group, ran Feb. 1-4 and attracted approximately 2,000 users, developers and vendors to Boston's Hynes Convention Center for a comprehensive look at the latest developments in this emerging field.

Crammed into the four days were five day-long tutorials and more than 30 conference sessions covering applications and key technology, case studies and management issues. A special four-day Software Developer's Track sponsored by Boston University's Corporate Education Center offered a variety of sessions for programmers and developers looking to enhance their OT programming skills and knowledge.

World Update

WEC Receptionist Dodie Keefe, Account Representative Lynn Fullerton and Conference Manager Mary DeCristoforo get set to greet Object World attendees.

Some 30 exhibitors, including leaders in the field of object technology, such as Inference, Hewlett-Packard and Powersoft, were on hand to display their latest hardware and software offerings incorporating the benefits of object technology.

Object technology is a radically different approach to software development that makes software easier to design, reuse and maintain.

"The exhibitors were very pleased with the quality of attendees, and the advanced orders on booth space for next year confirms this,"

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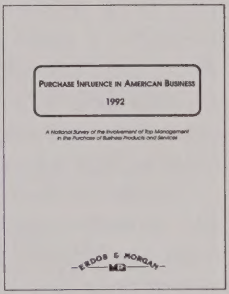
Syndicated study bodes well for IDG books

Yet another syndicated research study has yielded strong results for a number of IDG's U.S. publications.

Erdos and Morgan, a market research firm that has gained a good reputation over the years with the business media, produced its "Purchase Influence in American Business" study late last fall. The study was conducted across top managers in all function areas, including IS, in U.S. businesses with sales of more than $1 million. The goal was to determine the purchasing influence of those managers for more than 40 categories of business products in addition to the readership and reach of more than 50 business and computer magazines, as well as selected television programs. Seven computer-related products were included in the product categories: mainframes/supercomputers, PCs/laptops, networks/LANs/WANs, printers, other peripherals, software for mainframes



PURCHASE INFLUENCE IN AMERICAN BUSINESS
1992

A National Survey of the Involvement of Top Management in the Purchase of Business Products and Services

ERDOS & MORGAN
MR

-SEE PAGE 4

In brief

GamePro's monthly circulation exceeds one million readers

Infotainment World's *GamePro* magazine has solidified its position as the No. 1 video game magazine in the U.S. with the recent announcement that its paid circulation now tops 100,000 subscribers. This figure represents a 170% increase in subscription sales over the past 13 months.

In addition, the company has announced the results of two independent studies on the pass-along statistics of magazines; both project *GamePro* reaches more than one million readers each month. In the first-ever BPA consumer magazine study of total pass-along readership, BPA projects *GamePro*'s total receivership each month to be 1,073,925. This represents the first time BPA has included both subscribers and single-copy sales circulation figures in a pass-along study.

Simmons Market Research Bureau Inc. recently completed the Simmons Teen Age Research Study, which found *GamePro* to have the highest readers per copy in the 12-19-year-old male category with 8.87 readers per copy. Simmons projects the total readers per copy to be 1,843,000.

"Our own research has shown these figures," noted Publisher **John Rousseau**, "however, it's great to have it confirmed on an independent basis by two separate nationally renowned research/audit firms."

"Since the lion's share of our circulation is in single-copy sales, it was important that both subscriber and single-copy sales were measured with the BPA study," added **Holly Klingel**, circulation manager.

IDG Italy begins year amid flurry of activity

The debut of new publications, a supplement and a redesign were all on IDG Italy's agenda during the first month of 1993.

Lotus Italia
Lo spreadsheet controlla la qualità
In viaggio
Prove

Lotus Italia had a print run of 30,000: 25,000 newsstand copies, 1,000 to Lotus Development Corp. in Italy and the remainder to a controlled list of readers. According to IDG Italy General Manager **Brunello Bossi**, an agreement with LDC Italia provides financing for the magazine for the entire year, with issues planned for March, June and September.

COMPUTERWORLD ITALIA
ITALIA HARDWARE & SOFTWARE 1993
260
17 costruttori di mainframe
24 costruttori di mini
219 software house

Instead of beginning the year with a regular issue, *Computerworld Italia* produced a 200-page *Guide to Hardware and Software Products in Italy.* Anticipated to be an annual offering, the guide lists product specifications from 17 mainframe vendors, 24 minicomputer vendors and 219 software houses.

When *CW Italia* appeared the following week, it boasted revised, color-coded editorial sections organized by vertical IT sector, including desktop computing, workgroup computing, enterprise networking and corporate computing. As part of the new layout, a "Guida" section will appear monthly that compares features of various IT products. The first guide profiled color notebook computers.

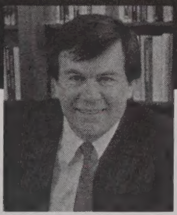
One of the January issues of *CW Italia* was bundled with a 36-page supplement on how to buy IT in the '90s. Topics included why business people buy or should buy IT, the way companies acquire information on IT and approve purchases, and key people involved in purchase decisions. Thirty thousand copies were bagged with all *CW Italia* issues and another 30,000 sent to a controlled list of readers. Bossi will present the supplement's results during a speech and roundtable discussion at an IDG/IDC Italy conference in Milan later this month.

Network World sweet talks 500 clients

Could the best route to customers be through their stomachs? *Network World* tested that theory recently by packaging caramel popcorn and red licorice with a 4-minute video highlighting recent enhancements at *NW*. Five hundred advertisers were urged to take a quick break, munch on the snacks, and watch how their investment in *NW* could turn into increased sales for their products. The video featured *Network World* Editor **John Gallant** and several network users who testified to the value of the publication.

On line

ASK PAT



Q What are your corporate priorities for 1993?

A I have four priorities:
1. To ensure that we show a passionate interest in the welfare of our customers by providing the highest quality and usefulness in all our services. We are in a market undergoing rapid change. Therefore, our customer needs are changing. We have to be constantly in touch with our customers to identify their new needs today and anticipate tomorrow's.

2. To be energetic about providing skill enhancement programs for all members of the IDG team. Information technology gives us the opportunity to produce our products and services more expertly and to communicate more efficiently. We should be leading-edge users of IT technology, and constant learning about new IT tools can bring this about.

3. To diligently ensure that we are selling in ways that reflect our pride in the quality of our services and their usefulness. Our customers want quality and expect to pay for it. We should not succumb to rate-cutting pressures, which only result in reduced resources to maintain the quality and usefulness which our customers want. This is the "Year of the Yield" at IDG.

4. To be aggressive about finding ways to lower our operating costs. By cutting unnecessary costs, we increase the productivity of our operations. We can boost our operating margins to a level equal to or better than industry standards.

Q Recently, the heads of many computer companies have stepped down, such as Ken Olsen of Digital, Richard Miller of Wang and John Akers of IBM. What, in your opinion, is causing such turnover of industry executives?

A All the companies you have mentioned derive their principal revenue from computer hardware. This product area has undergone rapid technical change, with a shift from large- and medium-scale systems, to networks of personal computers and workstations. These companies were not able to move quickly to participate in these emerging new markets.

In general, they did not decentralize their organizational structure sufficiently and motivate individual business units to move aggressively into the new markets created by advances in technology. Therefore, they experienced reduced revenue and falling profits. To be successful, a company cannot be afraid to be its own best competitor. It must have the courage to enter emerging new markets and be quick to deliver new technology, rather than behave defensively.

Q What do you predict will be the impact of the Clinton administration on the IT industry over the next few years?

A I am hopeful that the Clinton administration will provide economic stimulus for the growth of the IT industry. I expect that it will: 1) initiate a reduction in capital gains tax, in order to promote investment in growing companies in emerging markets, 2) give incentives to enhance education and training for these emerging markets, and 3) provide investment tax credits to encourage people to acquire and use new technologies. Also, I expect the administration will accelerate the availability of a national network of high bandwidth communication links between enterprises, schools and homes.

Q Is it IDG's corporate objective to promote synergy between its publishing units and its research units?

A Yes. We do everything we can to encourage synergy between our publishing units, our research units and our exhibition units. Within IDG's decentralized organization, cooperation is achieved through voluntary agreement between member companies of the IDG family. Our experience has been that when IDG business units work together, it creates a win-win situation, providing enhanced success to each unit. When units do not take advantage of the synergistic opportunities that can be found within the IDG family of companies, they are more vulnerable to competition, and, in general, their business results are below average. So, we encourage all business units to exploit the opportunity created by the "IDG advantage."

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one)

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ S.W. Chan
Asia Computerworld

☐ Kozo Hiramatsu
IDG Japan

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IDG rated No. 1 computer publisher

Survey of advertisers, agencies, publishers gives IDG 3:1 edge over Ziff

How is IDG perceived by its advertisers, their advertising agencies, and colleagues within the publishing business?

Research Results, an independent Massachusetts-based research firm, recently completed a research survey of 158 interviews, broken out between advertisers in computer publications, their agencies, and personnel at business or consumer publishing companies. Fifty-nine percent of the people surveyed were advertising managers, 21% were executives at advertising agencies, and the remainder were from publishing companies.

Included in the advertisers surveyed were companies such as NCR, Epson, AT&T, Aldus, Lotus, Compaq, Sun Microsystems, Hewlett-Packard and Dell Computer. The agencies included Ogilvy & Mather, Young & Rubicam, Bozell Foote, Cone & Belding, TFB/BBDO and Goldberg, Moser and O'Neil.

In response to the question, "Who, in your opinion, is the leading publisher of magazines and newspapers in the computer field?" 64% of the respondees chose IDG, 27% chose Ziff-Davis, and every other computer publisher got less than 2% selection. IDG was strongest among advertising managers and people in the publishing business. Seventy-seven percent of the publishers selected IDG as first choice, as did 65% of the advertising managers. Among advertising agencies, IDG came in with 48%, compared with 35% for Ziff-Davis.

When the respondents were asked to choose three words to describe their first-choice company, IDG was most frequently cited as "international/global," followed by words such as "accurate, knowledgeable, and insightful."

IDG/IDC DOMINANT

In response to the question, "Who, in your opinion, is the leading market research and consulting firm in the computer field", IDG/IDC dominated the response with 77% of the people selecting it first. Gartner received 11% first-choices, while other firms trailed far behind.

When respondees were asked what three words best describe IDG/IDC for market research, the responses were, "detailed, accurate, and international."

The interviewees were then asked to rate the overall reputation of each of the information service providers in the information technology field with which they are familiar, rating 10 points for excellent, to 1 point for poor.

IDG got the top score of 9.13%. Second was Ziff-Davis with a score of 8.75%. Third was IDC at 8.52%. Next was Cahners at 6.5%, CMP at 5.63%, Gartner Group at 5.45%, and Dataquest at 4.86%.

Interestingly, IDG received these high scores without people being aware of the full extent of its publishing activities, or the number of countries in which IDG operates. Interviewees were asked, "How many magazines or newspapers does IDG publish?" Their median estimate was 25, while the correct answer is now 186 publications.

They were also asked, "In how many countries does IDG offer publications?" Their median answer was 10, while, in fact, IDG now publishes in 60 countries.

Study

-FROM PAGE 1

and software for PCs.

PC World, *Macworld* and *CIO* all purchased the study. According to *PCW* Research Director **Cheryl Curbow**, the study researched both *PCW* and the former stand-alone publication *LOTUS* and showed that while both publications were strong on their own, "the net reach to the combined audience is phenomenal. This substantiates our rationale for joining the two publications, which has boosted manager readership to a higher level—significantly higher than *PC Magazine* or *PC Computing*," Curbow said. "We're starting to compete with *Business Week* for broad reach to the management audience that buys PCs."

> *"This substantiates our rationale for joining the two publications [PC World and Lotus]. We're starting to compete with Business Week for broad reach to the management audience that buys PCs."*
>
> \- Cheryl Curbow, *PC World*

Gary Rocchio, vice president and director of research at *Macworld*, said the study documents that *Macworld* reaches significantly more top executives than its two closest competitors. "The hard work of our editorial and circulation departments is reflected in the high-quality and quantity of business buyers that *Macworld* now reaches," he said.

CIO Director of Marketing **Cathy O'Leary Hayes** likened *CIO*'s results to those of the Simmons CompPro study, another syndicated study unveiled in December. "The E&M study demonstrates that *CIO* has a high concentration of senior IS executives" among its readership, she said. "We beat out some of our major competitors, and we're really pleased with that."

Attention U.S. employees

The 1993 open enrollment period for IDG's spousal equivalent benefits ends February 19. For information on how to enroll, contact your human resources representative.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, February 8, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

RECEPTIONIST (IDG HQ)

Reporting to the Operations Manager of Corporate Services, the individual in this position will greet visitors, answer and direct telephone calls and provide general office support as necessary. Telephone console / switchboard experience a plus, as is at least one year of general office experience and word-processing using a Macintosh. A one year minimum commitment in this position is desired.

CIRCULATION MANAGER - NEWSLETTERS (IDG NEWS GROUP)

Responsibilities in this position include managing all circulation related activities, including new business promotion with special emphasis on card-in-box and direct mail. Other responsibilities include renewal and billing , fulfillment at an outside house, budgeting, forecasting, as well as management of reporting and analysis. This position reports to the Publisher of Lotus Newsletters. The successful candidate must have prior newsletter publishing experience and possess a working knowledge of earned/deferred accounting procedures.

COPY EDITOR (NETWORK WORLD)

The individual in this position will be responsible for handling on-line editing of news and feature stories, proofreading pages, writing headlines and charting production pagination. This person will report to the Assistant Managing Editor. The ideal candidate must have an excellent grasp of the English language. A degree in English or Journalism is preferred. Familiarity with Atex, AP style or the communications field is essential.

RESEARCH DIRECTOR (IDC GOVERNMENT)

The individual in this position will be responsible for directing the activities of a staff which provides research and consulting to companies selling to the federal government. The Research Director will report directly to the Executive Vice President of IDC Government. The ideal candidate should have experience working in the information technology industry as well as within a federal agency.

MARKETING SPECIALIST (INFOWORLD)

The person in this position will deal with InfoWorld's advertising and promotions event coordination and customer service. A minimum three years marketing experience is preferred. Knowledge of PC computer marketplace and experience with budget management a plus.

INFORMATION SUPPORT SPECIALIST (IDG BOOKS)

Responsibilities in this position include overall PC/Macintosh hardware support, technical training, LAN Administration, and Pegasus (book publishing information systems) implementation. Two to three years hands-on PC/Macintosh end-user support experience is required, as well as excellent communication and organizational skills. The person in this position should have in-depth knowledge of PC, Macintosh, MS DOS, communication and networking experience.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry	(508)875-5000	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)875-5000	(508)935-4406
IDC/T.I.S. Corp.	Debbie Bernardi / Dana Miller	(508)872-8200	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)872-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
IFTW	Christine Yam	(415)349-4300	
IW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: February 8, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Circulation Mgr. - Newsletters	News Group, Boston, MA	C. Pierce	(617)423-1115
IDG	Receptionist	News Group, Boston, MA	M. Cornetta	(508)935-4734
IDG	Executive Assistant	Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	Licensing Director	News Group, Boston, MA	L.Connolly B. Fischer	(508)935-4791 (508)935-4600 FAX
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	S. Perry	(508)935-4734
NW	Copy Editor	Framingham, MA	M. Beaulieu	(508)875-6400
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Fulfillment Coordinator	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
IDC/G	Research Director	Vienna, VA	E. Ouellette	(508)935-4605
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Sr.Analyst, Sales & Services	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Sr Analyst Commercial Sys.	Framingham, MA	P. Burris	(508)935-4216
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4351
IDC/TIS	Research Dir.- Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
IW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	VP of Sales	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.I	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Team ldr / Assoc. Reviews Ed.	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Director of Finance	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Copy Editor (P/T)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Information Support Specialist	IDG Books, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW/CS	Receptionist / Admin. Asst.	PCW Central Svcs, SF, CA	P. Murphy	(415)978-3365
PCW/CS	Office Svcs Coordinator	PCW Central Svcs, SF, CA	J. Oterson	(415)978-3354
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circ. Mngr--MultiMedia Wld	*PCWorld*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Senior Editor, News	*PC World*, Texas	R. Glitman	(415)978-3195
PCW	Admin. Sales Assistant	Multimedia World, San Franisco	J. Epstein	(415)267-1772
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Ass't. Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Admin. Assistant	*CWPI*, Rochelle Park, NJ	N. Tamburrino	(201)587-0090
BCP	Production / Copy Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
IFTW	VP Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Subscription / Promo. Spec.	*Infotainment World*, San Mateo, CA	H. Klingel	(415)349-4300
IFTW	Editor	*Infotainment World*, San Mateo, CA	L. McDermott	(415)349-4300

MacComputing to target home, education market

During MACWORLD Expo/San Francisco last month, Macworld Communications President/CEO **Jim Martin** announced plans for a special issue of *Macworld* aimed at the fastest-growing segment of the Macintosh market: users of Macintosh Performas, LCs and Classics.

Slated for a May debut, *MacComputing* will emphasize educational, entertainment, home-office, personal productivity and creativity products and applications that are of interest to the sizeable and rapidly growing number of home and education buyers and users of Apple Macintosh computers.

MacComputing's circulation is guaranteed to reach more than 100,000 readers. In addition to 50,000 newsstand copies, 50,000 copies will be mailed to demographically select lists of new buyers of Macintosh Performas, LCs and Classics.

Martin named **Paul Boulé**, president of A+ Publishing, Inc., as publisher. *inCider/A+* Editor-in-Chief **William Kennedy** will assume the same role for *MacComputing*, and **Jim Fletcher** will serve as art director. Marketing and sales will be shared by the staffs of Macworld and A+ Publishing, with **Sandy Fibish**, A+ advertising director, coordinating the sales effort.

"*MacComputing* complements Macworld Communications' commitment to provide specific information for targeted market segments of Macintosh owners and users who are eager to maximize the value of their technological investments," Martin said. "Whereas *Macworld* is the No. 1 source for business buyers and professional users of Apple computers, *MacComputing* provides an opportunity to reach the home user and educator."

"While *MacComputing* editorial will fulfill the product information and application needs of individual Macintosh users, the magazine will also provide a vehicle for advertisers to reach a unique segment of the market," Boulé said.

Mac
Computing
The Personal Macintosh® Resource

Object

- FROM PAGE 1

said **Bill Sell**, WEC's vice president of planning and operations. "The conference sessions were well-attended and have received great reviews."

Because of its relatively small size and local venue, Object World proved an excellent training ground for some IDG employees unfamiliar with the process of staging an exposition. During the course of the week, employees from World Expo, IDC, IDG's Finance Department and the *PCW Lotus Edition* had an opportunity to see and work behind-the-scenes with seasoned World Expo staff to gain valuable experience in the logistics of setting up and managing the show floor. "We were able to expose them to all aspects of running a show — from dealing with the decorators and exhibitors to how to build a registration area and handle the speakers, press and attendees," said Sell.

Object World will be held again June 14-17 in San Francisco with approximately 80 exhibitors. Internationally, there are Object World events in Germany and Japan, which will be joined this year by events in Australia and the U.K.

inCider/A+ evolves to meet readers' needs

January marked *inCider/A+*'s 10th anniversary of serving home, education and small-business users of Apple computers.

Launched as *inCider* in January 1983 with the introduction of the Apple IIe, IDG acquired *A+* from Ziff-Davis in 1989 to form the present publication. *inCider/A+* added Macintosh coverage in December 1990 with the introduction of the Macintosh Classic and LC, following the needs of readers as the home and education markets migrated toward the Macintosh.

Although traditionally devoted to products and applications for the Apple II, inCider/A+ has committed more and more editorial coverage to Macintosh computers.

"The majority of our Apple II readers now also own or use Macs," said Editor-in-Chief William Kennedy. "Although Macs and IIs are different technologies, our readers use the computers in very simlar ways with very similar products. They like our approach to Apple computing and increasingly are asking for coverage of both machines."

To better address the readers' needs, but not mix the editorial message, beginning with the March issue the magazine will collect Macintosh product news and reviews in a separate section. Called "A+ Mac," the section will be dedicated to Macintosh coverage and include a Macintosh advertising section.

According to inCider/A+ Marketing Director Peg Brown, the upcoming issue of *MacComputing* is seen as the solution to addressing the needs of those readers making the transition to a strictly Macintosh environment, while *inCider/A+* is seen as the publication for traditional Apple II users, as well as those working in a multiple-platform environment.

Noteworthy!

PROMOTIONS

Beaulieu World Update

Michelle Beaulieu is *Network World*'s new assistant managing editor/production. Beaulieu joined *Network World* in 1989 as a copy editor and was named an associate editor in 1991. "Michelle is calm under fire and more than ready to lead the copy desk, " said Executive Editor John Dix.

■ ■ ■

Greg Hulbert has been promoted to fulltime library assistant at IDC West, where he will continue to maintain library resources and provide assistance to both clients and analysts.

TRANSFERS

Fredric Paul has joined *Network World* as a senior editor responsible for West Coast LAN coverage. He will be based in the company's San Francisco office. Paul comes to *Network World* from *PC World Lotus Edition* where he was a senior editor. He earned a BA in English and anthropology at Pitzer College in Claremont, Calif., and attended New York University's Publishing Institute.

NEW EMPLOYEES

IDC welcomes **Eric Prothero** as senior analyst, Latin America Research Services. Based in IDC's Mountain View, Calif., office, Prothero will be responsible for standard and custom market research, client support and market/sales support. Prior to joining IDG, he was a management consultant at Windermere Associates, a market research and consulting firm based in San Francisco. He earned a BA in economics from Swarthmore College and an MBA in finance from the University of California/Berkeley. Prothero enjoys languages — he speaks Portuguese, Spanish and Japanese — and tennis, windsurfing and photography.

■ ■ ■

Steve Polilli has signed on as *InfoWorld*'s Dallas bureau chief. A freelance writer for the past four years specializing in business journalism, his clients have included *Software Magazine*, *Computer Pictures* and *Networking Management*. Polilli has a BA in English from New York City's Hunter College and an MA in journalism from New York University and enjoys motorcycling and fishing.

■ ■ ■

Darrin Strain is a copy editor at IDG Books Worldwide working in the Indianapolis, Ind., office. Prior to joining IDG, Strain worked in the public relations department of a local hospital. He has also worked as a staff writer for International Computer Programs Inc. Strain holds a BS in journalism from Indiana State University and enjoys cycling and tennis.

■ ■ ■

Jones WEC

Camille Jones has joined World Expo Corp. as a conference assistant and was most recently responsible for assisting with arrangements for ComNet's 15th annual run in Washington, D.C. She is a recent graduate of Andrews University in Berrin Springs, Mich., where she earned a BBA in marketing. Outside the office, Jones enjoys working out at the gym, basketball and reading.

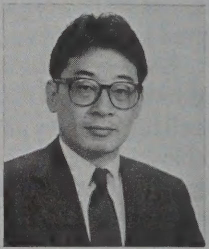
■ ■ ■

Gordon Mah Ung has been hired as an intern in the *PC World* editorial department where he will be assisting with the Consumer Watch section. Ung is currently completing his BA in journalism at San Francisco State University.

IDC Japan announces top-level changes

IDC President Kirk Campbell recently announced high-level personnel changes at IDC Japan.

Effective immediately, Yugi Ogino has assumed the newly created post of chairman of IDC Japan. In his new role, Ogino will serve as IDC's worldwide spokesman on the Japanese IT market. He will be active in giving speeches in Japan, the U.S. and Europe and will also function as an advisor to the new manager of IDC Japan. "Over the past 18 years, Yuji has built IDC Japan into one of the leading computer market research companies in the world's second largest information technology market," said Campbell. "We both agreed that it is an opportune time for him to take on new responsibilities at IDC."


Ochi IDC Japan

Atsuo Ochi, who joined IDC Japan earlier this month as executive vice president, will assume management responsibility for the entire IDC Japan organization.

Ochi has extensive experience in the Japanese IT industry and in the market research business. Most recently he was director of Japan business development at IDG Communications Japan. Prior to that he headed up the marketing effort at Microsoft Japan and previously spent seven years directing the market research and consulting business at ASCII Corp. in Japan.

"Ochi's mission," said Campbell, "is to grow IDC Japan into an even more successful market research company in the future."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS

Wes Nihei - Infotainment World
Iris Clench - IDG Australia

EIGHT YEARS

Libby Levinson - MSD

SEVEN YEARS

Deborah Goldstein - IDG List Services

SIX YEARS

Magdalena Zabala - IDG Spain
Olga Fernandez - IDG Spain
Marty Garchar - Macworld
Maryanne Sinville - IDC

FIVE YEARS

Janet Parks Swanson - InfoWorld
Bruce Stephen - IDC

FOUR YEARS

Jeannie Fioti - InfoWorld
Kevin Normandeau - PC World
Ellen Di Matteo - PC World

THREE YEARS

Alvaro Morenes - IDG Spain
Kent Tayenaka - Macworld
Ed Ramirez - Macworld
Victor Bob Garza - InfoWorld
Corrine Cox - PC World
Nanci Farquharson - Network World

TWO YEARS

Thomas Christensen - IDG Denmark
Rosa Martin - IDG Spain
George Bond - InfoWorld Direct
Steven Young - InfoWorld
Krista Alvarez - PC World
Sherry Warren - PC World
Deborah Brennan - IDG
Gunn Henriette Smukkestad - IDG Norway

ONE YEAR

Robert Gale - InfoWorld
Vance McCarthy - InfoWorld
Myriam de Greef - IDC U.K.
Anthony Miller - IDC Australia
Jacqueline Mita Di Bianca - Network World
Allison Washburn - WEC
Tony Calamaro - Federal Computer Week
Shelley Futran - WEC
Colleen O'Hara - CW Hong Kong

CW's Beverly Wolff celebrates 10 years

World Update

IDG Chairman Pat McGovern escorted Bev Wolff to lunch at Boston's Ritz-Carlton last week in celebration of her 10th anniversary with the company.

Beverly Wolff joined IDG on Jan. 31, 1983, as a typesetter in the production department at *Computerworld.* In 1984, she was promoted to production assistant responsible for coordinating the advertising layout and preparing film for the printer. Today she is production manager and her responsibilities include overseeing the day-to-day operations of the department while functioning as a liaison between the editorial and advertising departments and the printer.

Wolff, who lives in Framingham with her husband Bob, has three children, two of whom are now away at college. She is currently attending Framingham State College and will graduate this May with a BA in economics.

Chairman's achievers

Classified Operations Team
Product Classified Sales Team
Computerworld

Computerworld's classified operations and product classified sales staffs recently collaborated on the first, and highly successful, Annual Consultants Directory, an insert in *CW*'s Jan. 4 Forecast Issue. According to Vice President/ Classified Sales **John Corrigan,** this reference tool provided 100 new advertisers with a platform to showcase their wares. "This high-yield product created a new revenue stream and a foundation for future directories in this and other IT categories," Corrigan said. "The directory was also entirely produced and transmitted Mac to Mac, a first for the classified operations team."

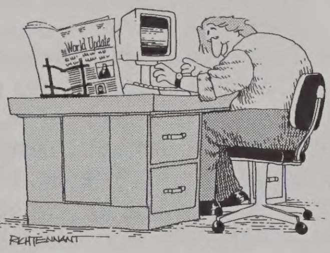
World Update

(Bottom) Paul Bonarrigo, Tammy Gryniewicz. (Top, descending) Derek Hulitzky, Jay Savell, Rick Buroni, Cindy Delany, Jay Novack, Colleen Garland, Peter Kelly, Judy Schultz, Ted McNulty.

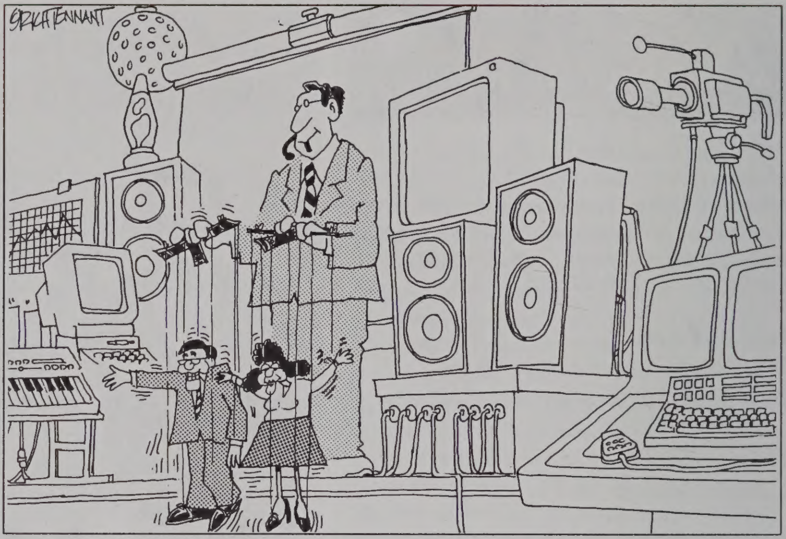
To nominate a Chairman's Achiever, managers may request a form from IDG Headquarters. Fax (617) 859-8642.

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 9. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive frisbees embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

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VICE PRESIDENT OF OPERATIONS
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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for their contributions to this week's issue:

Christine Krajewski, WEC
Mary Dolaher, IDG HQ
Brunello Bossi, IDG Italy
Evilee Thibeault, Network World
Valerie Hennigan, Infotainment World
Peg Brown and Bill Kennedy, inCider/A+

Pat McGovern earns B/PAA's top communicator award
- PAGE 2

On line: ExecuTrain's David Deutsch takes the helm
- PAGE 3

Network World, IDC and WEC reveal NW 500 results
- PAGE 4

IDG World Update

VOLUME 23, NUMBER 7

FEBRUARY 15, 1993

IDG gathers key customers at Global Summit

More than 100 key IDG customers joined top IDG management and sales staff for three days of briefing sessions and recreation during the second annual IDG Global Summit in Tucson, Ariz.

The purposes of the Global Summit, organized by the IDG Marketing Services Division, are to give IDG customers market intelligence and provide an informal, low-pressure environment for IDG-customer contacts.

World Update

Kelly Conlin kicks off IDG's second Global Summit.

"We were very pleased by the turnout and by the quality of the presentations and the panelists," said MSD President **Kelly Conlin**. "The debates centered on some of the toughest issues computer marketers face today."

Summit attendees heard market briefings on IT buying patterns, global industry restructuring, enterprise computing strategies, brand strategies and much more.

-SEE PAGE 5

World Expo's 15th ComNet best yet

ComNet's 15th anniversary exposition and conference played to record crowds earlier this month as more than 35,000 users and vendors flocked to Washington, D.C., to see and learn about the latest advancements in data and voice communications.

ComNet, World Expo's longest running show, drew attendees from across the country as well as a number of other nations including Japan, Brazil, Israel, the U.K., France, Germany, Mexico and Norway.

Some 450 vendors — ranging from manufacturers and distributors of voice and data communications equipment, fiber optics, frame-relay, LAN equipment and services to communications software and videoconferencing equipment — displayed their wares in booths covering 180,000 square feet and spread over three locations: the Washington Convention Center, Renaissance Hotel and the Grand Hyatt. The show served as the new product launching pad for more than half the exhibitors with some 250 new products making their debut.

The show focused on the theme "Enterprise Networks in Transition: New Applications and Corporate Profitability" and featured more than 65 conference sessions, 33 tutorials, a hands-on video conferencing workshop and an executive symposium that targeted senior-level executives and focused on strategies to maximize the performance of networks to gain a competitive advantage in the global marketplace.

World Expo

More than 35,000 attendees jammed the floor at this month's ComNet in Washington, D.C.

The show was the culmination of months of hard work by a dedicated group of 50 World Expo staff members, consultants and sales reps, most of whom journeyed to Washington and spent a week or more working behind the scenes coordinating the endless details that resulted in one of the most successful ComNets ever produced.

"ComNet's success was due to a group effort and the dedication and enthusiasm of each and every member of the ComNet team, making it one of the most outstanding ComNets ever. Both attendees and ex-

-SEE PAGE 4

In brief

McGovern named B/PAA Communicator of the Year

Cudaback Strategic Communications

McGovern receives the B/PAA award from George Young, president of Business Marketing Research.

IDG Chairman **Pat McGovern** last month joined an elite group of communications professionals when he was named the 1993 Communicator of the Year by the New York Chapter of the Business/Professional Advertising Association (B/PAA).

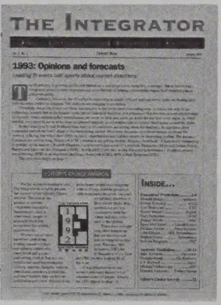
Honored for leadership within the communications industry, McGovern joins a list of past winners that includes Walter Cronkite, Ted Turner, Frances Lear and Donald Trump.

"I am honored to receive this award from the Business and Professional Advertising Association," McGovern said, adding "I am particularly pleased that the association recognizes the critical importance that the information technology industry has both in the U.S. and worldwide."

The award honored McGovern's achievement in having created an $800 million global research and publishing company, which is growing at a rate of 30% a year. He was also cited for his entrepreneurial spirit, which has helped earn him a reputation for creating markets by bringing IT publications to countries just as their IT market shows signs of taking off.

The B/PAA is a 70-year-old international organization dedicated to promoting professionalism among its more than 3,000 members. The Communicator of the Year award is given annually to an individual who has exhibited exceptional leadership within the communications industry.

The Integrator marks first anniversary with special forecast issue


THE INTEGRATOR

1993: Opinions and forecasts

INSIDE...

IDG's monthly newsletter *The Integrator* celebrated its first anniversary with the publication of its second annual Forecast Issue last week.

The 12-page issue included interviews with 11 executives from the top systems integration companies, such as Donald Monaco, managing partner of Andersen Consulting and Melvyn Bergstein, president and co-CEO of Technology Solutions Corp., as well as interviews with five industry analysts.

The issue also listed the winners of the second annual Editor's Choice Awards. Electronic Data Systems took top honors as Systems Integrator of the Year, while Dennie Welsh, chairman and CEO of IBM's Integrated Systems Solutions Corp., was named the 1992 Systems Integration Executive of the Year.

The newsletter is published by IDG's International News Group in Boston. Susan Scrupski serves as editor and **Sharon Baker** is managing editor.

CW Norge shows off new style in 10th year

Computerworld

Norsk Data manglet troverdighet

Et grenseløst Europa

Svindel med kort

Nye eple-kasser

INGEN BUTIKK MER

4. kvartal endte med milliard-tap for datagiganten IBM

SIDE 4, 5 og 6

IBM internasjonalt

Hernes la press på Stortinget

10 mill. til Winix

Dersom Stortinget ikke hadde bevilget 10 nye millioner kroner til Winix, ville Hernes sannsynligvis stilt kabinettsspørsmål.

SIDE 10

S·PLUS

Økonomisystemet for offentlig forvaltning

SYSDECO

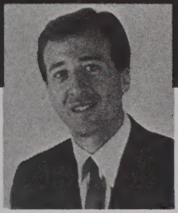
Quick to note that it is a "refinement of an already good product" rather than a simple redesign, Editor-in-Chief **Paul Leveraas** recently supervised a new look for *Computerworld Norge* that took effect in January.

The weekly boasts a new banner with a globe icon, carried throughout the publication, and a symbol for *CW Norge*'s 10th anniversary year. Larger headlines, easier-to-read typography and better photographs also have been incorporated. Given that the paper covers a broad scope of industry news, sections have been reorganized to help readers quickly find what's most useful to them.

The shift to a new printer meant changing to a smaller tabloid format but gaining a simplified production process. Since the printer is owned by one of Norway's largest papers, IDG Norway will benefit by tapping into the printer's efficient distribution system and speeding issues to readers.

On line

ASK DAVID



David Deutsch, president of ExecuTrain, is this week's guest columnist.

EXECUTRAIN AT A GLANCE

- More than 300,000 students trained per year
- 62 U.S. franchises
- Two master franchises in the U.K. and Mexico
- Three locations in the U.K. and in Mexico
- More than 200 courses available
- Annual training revenue: $63 million

Q What's your corporate mission, and how do you carry it out?

A ExecuTrain's corporate mission is to serve people by increasing their effectiveness through quality training and support. Our focus is to help companies get the most from their computer software through professional hands-on training. ExecuTrain's long-term vision is to become the worldwide leader in the training industry. At ExecuTrain we are pursuing that goal by master franchising in other countries. ["Master franchising" applies only to international expansion. ExecuTrain opens one master franchise, and that entity is responsible for growing the business in its territory.]

Whether domestically or in our international markets, we concentrate on the delivery of consistent, high-quality training. We do this by training all general managers and trainers as well as by providing sales training and advanced management training at our corporate headquarters. We also have an internal course development staff and continued support to serve each franchise based on their growth stage.

Q What's the nature of ExecuTrain's affiliation with IDG, and how has that benefitted your company?

A The ExecuTrain/IDG relationship began in 1990 when IDG invested in ExecuTrain for an equity position. The investment was used to strengthen ExecuTrain's financial base, enhance the current training program and expand ExecuTrain's program internationally.

The relationship has also allowed us to have access to greater marketing opportunities for mutual ExecuTrain/IDG benefit. ExecuTrain's quality computer training is a service that helps business people achieve their full potential. Both IDG and ExecuTrain are in the business of providing information technology and so the services complement each other. In today's global economy, it makes sense for ExecuTrain to go for international leadership. The combination of IDG's presence in 60 countries, its international contacts and its strength in the U.S. make it an ideal partner for us.

Q Who are your primary competitors?

A Surprisingly, we have discovered that our primary competition comes from internal training departments. This also presents an opportunity, since we augment so many of our clients' own in-house training staff. Although there are some national computer training companies that compete with us on a selected market basis, no one company has the national market penetration that we have. As a result, our competition varies by market, including local "mom and pop" shops as well as Productivity Point International and New Horizons.

Q Will ExecuTrain be expanding to other countries soon?

A At this time, our expansion plans are primarily focusing on Germany, France, Italy and Spain. ExecuTrain uses IDC data on the worldwide IT market as part of the basis for our expansion plans. Our international expansion is executed through master franchising into countries outside the U.S. In May 1991 ExecuTrain signed its first master franchise for the U.K. and Ireland, followed by expansion into Mexico through a master franchise agreement signed in December 1991.

In addition to those countries above, other targeted countries for the near future are Japan, Canada, Switzerland, the Netherlands, Australia, New Zealand, Sweden South Korea, China/Hong Kong, Belgium, Norway, Denmark, Finland, Brazil, Argentina, Austria, Taiwan, India, South Africa, Malaysia, Thailand and Hungary.

Q What are your top three most popular courses?

A Microsoft Windows 3.1, Excel 4.0 and WordPerfect 5.1.

Q Who are ExecuTrain's typical customers?

A Since computer use has invaded all walks of business life, we see everyone from company presidents to accounting clerks in our classrooms. Many people are sent to us by their internal MIS/DP manager or department manager.

Q I understand you currently focus on PC-based training. Are there plans to expand to offer Macintosh-based classes?

A We do offer some Macintosh courses. Additional Macintosh-based courses are under development. Our goal is to support a wide variety of computer software training needs. We base our course offerings on customer demand.

ComNet
-FROM PAGE 1

World Expo

On hand for the ribbon-cutting ceremony were (l-r) Bob Hodgson, Jim Povec, Bill Leitch, Robin Andreola and Richard Caplan.

World Expo

ComNet's hardworking 1993 show team included (standing l-r) Bob Hodgson, Susan Perry, Sandy Cincotta, Nancy Ferguson, Richard Caplan, Barbara St. George, Judy Dandison, Bill Leitch, (seated l-r) Rachel Winett, Eileen Faber, Robin Andreola, Janet Morita, Barbara Inglese, Camille Jones, Jim Povec, Maureen McCann and Lynn Ann Royal.

hibitors shared the excitement of ComNet's 15th anniversary," said **Robin Andreola**, ComNet show director.

ComNet highlights included:

- **LiveNet.** The industry's first high-performance enterprise network featured a first-time demonstration of Asynchronous Transfer Mode, a high-speed packet technology that transmits data, voice and graphics.
- **Results of the Network World 500 survey.** IDC Senior Vice President **Kim Myhre** released the results of a groundbreaking research study of key priorities and plans of leading networking executives in the 1990s, jointly sponsored by IDC, Network World and World Expo.
- **Open Software Foundation.** The OSF participated for the first time in ComNet, hosting a pavilion where members including IBM, Hewlett-Packard, Atrium, Stratus, Sun Micro-systems and others participated in a special showcase for products compliant with its Distributed Computing Environment technology.
- **Keynote by InfoWorld's Robert Metcalfe.** Metcalfe, IW's publisher and CEO and the inventor of Ethernet, delivered a well-attended keynote address entitled "Where LANs Are Going on Ethernet's 20th Anniversary."

NW 500 survey reveals importance of net technology as competitive tool

The Network World 500 study focused on the strategic issues facing large enterprise network users in the '90s. Conducted last fall by IDC, it was jointly sponsored by Network World and World Expo Corp. The survey group comprised 500 networking executives representing some of the largest U.S. companies.

Among the survey's findings:

- **Support of critical business applications was the No. 1 motivation for developing an enterprise net strategy with 40.8% of respondents citing it as their primary objective.**
- **38.1% of respondents cited maximizing IS investments as the primary objective of their net strategy.**
- **In 59.8% of the surveyed companies, corporate management views the enterprise net strategy as a key element of the business strategy.**
- **Dramatic growth in the percentage of PCs connected to LANs is expected, with respondents predicting almost 90% of the desktop machines in their organizations would be connected by 1996.**
- **Respondents' operating budgets are expected to remain relatively flat for the next two to four years, but capital expenditures for network equipment are expected to rise 21% between 1992 and 1994.**
- **The most critical area of investment is local-area networks, followed by network management, internetwork equipment and carrier services.**
- **Respondents indicated a shift in enterprise net architectures away from IBM's SNA and toward multivendor network solutions based on TCP/IP and OSI protocols.**
- **Among the obstacles to enterprise computing cited were inadequate budgets followed by obsolete technology, incompatible or incomplete product standards, organizational politics and a lack of in-house expertise.**

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, February 16, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

COMPUTER OPERATOR (IDG)

The individual in this position will report to the Operations Manager. This person will provide operational and client support for a DEC/VAX 4500, as well as personal computers and Macs in a LAN/WAN environment. Prior experience with Novell networking and data communications is a plus. Minimum 3 years experience.

ADMINISTRATIVE COORDINATOR (IDG LIST SERVICES)

The responsibilities in this position include: monthly reporting, invoicing, organizing mailings, assisting sales staff, and other administrative duties. Experience with spreadsheet packages, word-processing and extreme attention to detail are desired, as well as at least one year office experience.

SENIOR CORRESPONDENT (NETWORK WORLD)

The reporter in this position will prepare business and technology-oriented news stories on the use of data communications technology by major U.S. Corporations. Candidates should have at least one year professional reporting experience, preferably with a focus on business. Salary commensurate with experience. This position is for the San Francisco bureau of Network World.

GRAPHIC DESIGNER (WORLD EXPO CORPORATION)

The person in this position will be responsible for designing and producing mechanicals for a variety of marketing materials. Proficient on Macintosh with specific emphasis on PageMaker and Illustrator. Strong typography skills, as well as previous experience with print production required. A degree in graphic design is preferred.

SALES ASSISTANT (CIO)

The Fairfield, NJ Sales Office has an opening for a Sales Assistant to handle phone and visitor reception, word-processing, general office management, monthly magazine closings, record keeping and mailings. The ideal candidate will have MAC experience, and 2-3 years business experience.

ADVERTISING DIRECTOR (INFOWORLD)

Reporting to the VP of Sales, the person in this position will be responsible for meeting the advertising revenue targets set for all Demographic Editions and supplements of InfoWorld Publishing Company. The ideal candidate will have 5-7 years advertising sales experience in the computer industry. Excellent verbal and written communication skills are required. Job mandates 50-60% travel.

ART DIRECTOR (INFOTAINMENT WORLD)

Responsibilities for this position include design and layout of the editorial content of GamePro Magazine. Excellent graphics and illustrative design experience, as well as knowledge of production, film/color seps and printing. Fluency in Macintosh desktop publishing, specifically Freehand, Illustrator, and Photoshop are required. Four to five years minimum experience working in a design/ad agency or publishing company.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry	(508)875-5000	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)875-5000	(508)935-4406
IDC/T.I.S. Corp.	Debbie Bernardi / Dana Miller	(508)872-8200	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)872-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
IFTW	Christine Yam	(415)349-4300	
IW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

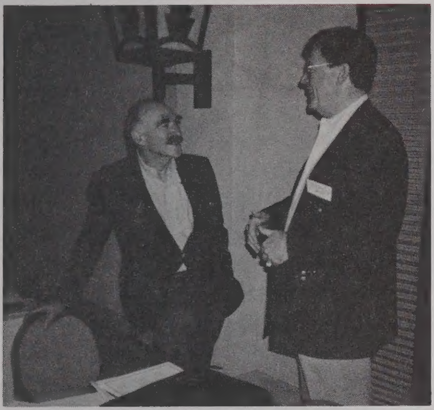
Job Opportunities

Revised: February 16, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Circulation Mgr. - Newsletters	News Group, Boston, MA	C. Pierce	(617)423-1115
IDG	Receptionist	News Group, Boston, MA	M. Cornetta	(508)935-4734
IDG	Executive Assistant	Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IIDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	S. Perry	(508)935-4407
IDG/LS	Administrative Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)875-6400
WEC	Graphic Designer	Framingham, MA	P. Minor	(508)820-8677
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Fulfillment Coordinator	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
IDC/G	Research Director	Vienna, VA	E. Ouellette	(508)935-4605
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Program . Manager Network Support & Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr. Sys Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr.Commercial Sys.	Framingham, MA	P. Burris	(508)935-4216
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4351
IDC/TIS	Research Dir.- Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Sales Assistant	Fairfield, NJ	M. Masters	(201)227-1140
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
IW	Advertising Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	VP of Sales	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.I	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Team ldr / Assoc. Reviews Ed.	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Information Support Specialist	IDG Books, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW/CS	Receptionist / Admin. Asst.	PCW Central Svcs, SF, CA	P. Murphy	(415)978-3365
PCW/CS	Office Svcs Coordinator	PCW Central Svcs, SF, CA	J. Oterson	(415)978-3354
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circ. Mngr--MultiMedia Wld	*PCWorld*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Senior Editor, News	*PC World*, Texas	R. Glitman	(415)978-3195
PCW	Admin. Sales Assistant	Multimedia World, San Franisco	J. Epstein	(415)267-1772
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Ass't. Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Admin. Assistant	*CWPI*, Rochelle Park, NJ	N. Tamburrino	(201)587-0090
BCP	Production / Copy Editor	Peterborough, NH	G. Lodge	(603)924-0392
TMP	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	VP Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor	*Infotainment World*, San Mateo, CA	L. McDermott	(415)349-4300

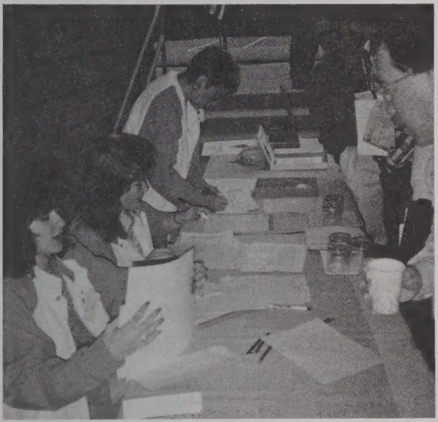
Summit

- FROM PAGE 1

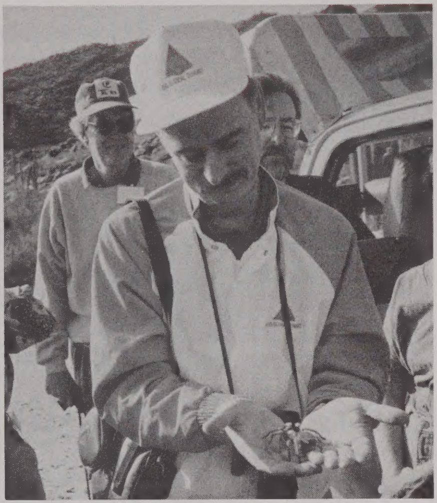


World Update photos

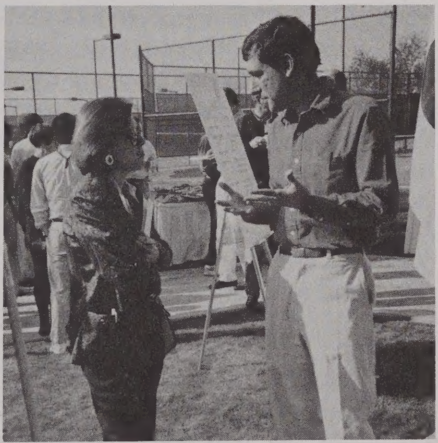
Pat McGovern chats with Harvard Business School's Theodore Levitt during a break.



MSD's Libby Levinson, Sherry Goodrich and Jennifer Rizzo register attendees for post-meeting activities.



International News Group President David Hill handles the lone "difficult" customer.



IDC's Dave Moschella talks with a customer.

Speakers included IDG Chairman **Pat McGovern**, IDC senior vice presidents **David Moschella** and **John Gantz**, Brian Sharples of IntelliQuest, Inc., and professors Theodore Levitt and Richard Tedlow from Harvard Business School.

A highlight of the formal sessions was a pair of back-to-back panel discussions on enterprise computing strategy. The first, moderated by Gantz, featured representatives of vendor companies Oracle, Microsoft and IBM. The second panel featured users from companies such as John Hancock and American Express discussing implementation of an enterprise computing strategy.

In addition to the Summit's formal sessions, there were opportunities for IDG staff and customers to golf, play tennis, hike, go horseback riding, visit museums and a variety of other activities. *Computerworld* President **Gary Beach** was seen hurtling down a desert hillside on a mountain bike deep in conversation with a customer peddling alongside.

"I can hear Gary a half mile behind me, just selling, selling, selling," joked one participant.

Customers expressed great satisfaction with the summit and applauded the mix of formal sessions and recreation. The clearest evidence of customer satisfaction was the often-heard comment, "I hope I get invited again next year."

Calendar 1 2 3

MARCH 4
IDC Briefing Session
Santa Clara Convention Center
Santa Clara, Calif.

MARCH 7-10
CIO Perspectives Series
IT Assets: Balancing People, Productivity and Performance
La Paloma
Tucson, Ariz.

MARCH 10
IDC Briefing Session
Hynes Convention Center
Boston, Mass.

MARCH 10-12
PC World/PC Windows
Metro Toronto Convention Center
Toronto, Canada

MARCH 19-20
South American Managers Meeting
Miami, Fla.

MARCH 26-28
IDG Long Range Planning Meeting
Babson College
Wellesley, Mass.

MARCH 31-APRIL 3
Windows World/Milan
Spazio Milano Norde
Milan, Italy

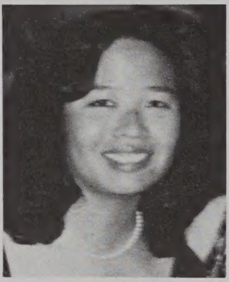
APRIL 5-7
PC World Expo/Stockholm
Stockholm International Fairs
Stockholm, Sweden

MAY 4-6
LotusWorld Conference and Exposition
Hynes Convention Center
Boston, Mass.

MAY 5-8
MACWORLD Expo/Milan
Spazio Milano Norde
Milan, Italy

Noteworthy!

PROMOTIONS

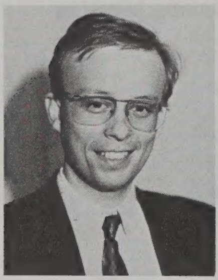


Wong *PC World*

Sandy Wong, former marketing assistant for *PC World*, has been promoted to the position of marketing events manager. "Sandy's promotion is in recognition of her increasingly important contributions to the success of the marketing department and to *PC World* in general," said *PC World* Director of Marketing Bruce Frymire.

NEW EMPLOYEES

Thorsten Köster recently assumed the post of editor-in-chief at IDG Germany's *PC Woche*. Köster, 33, most recently held the same role at Markt + Technik's *PC Magazin*, where he had worked since studying political economics at a university in Göttingen, Germany.

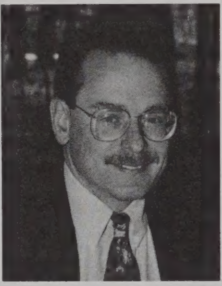


Köster *PC Woche*

"*PC Woche* should become a real forum for professional PC users in companies," Köster said. "First and foremost we want to pass on the practical experience of our readers. Fortunately, the readership of *PC Woche*, consisting mainly of DP decision-makers in user organizations, is so homogenous that we can offer this target group a virtually tailor-made product."

In addition to providing additional editorial coverage, including more product information, Köster sees *PC Woche* evolving to become the focal point of a range of products and services for the professional PC user. He expects to add special issues and market surveys to complement *PC Woche*. Plans are also underway for special seminars, forums and trade fairs where industry representatives and users can meet.

■ ■ ■



McLarnon *World Update*

IDC welcomes **Scott McLarnon**, director of research and consulting, systems, software and storage. McLarnon's responsibilities include developing and managing large custom consulting and research projects.

McLarnon is no stranger to IDC, having worked two previous stints at the company, in 1980-82 as an analyst and again in 1988-89 as director of the application tools program. In between, he worked at Wang, Cullinet Software, Mercer Management Consulting and as an independent consultant doing work with IDC. He holds a BS in business from Northeastern University, an MBA from Boston University and enjoys bicycling, working out at the gym, hiking and reading.

■ ■ ■

Doreen Engelmann joins *Macworld* as a full-time production editor responsible for layout of the monthly publication. Englemann has been handling the same responsibilities for *Macworld* since May 1990 as an independent contractor. Prior to that, she did production work for *PC World*.

■ ■ ■

IDG's Human Resources Department welcomes **Kelly Lynch** to the newly created position of human resources administrator. In this capacity, Lynch will manage the corporate HR budget as well as handle executive resume responses, the compilation of U.S. job postings and administrative support for corporate compensation and benefits. Lynch earned a BA in Spanish from St Michael's College in Colchester, Vt., and enjoys photography and biking.

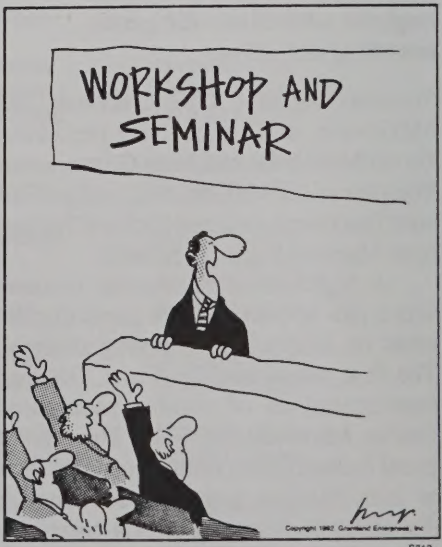
van den Berg *IDC*

José van den Berg has joined IDC's Network Expertise Center in Amsterdam as business development manager. In this position, she will be responsible for research, consulting and sales support activities on both the European LAN and the European Network Services program. Prior to joining IDC, van den Berg managed the consultancy and services organization of Akam, one of the leading LAN distributors in the Benelux region. Outside the office, she enjoys bridge, sports and interior decorating.

■ ■ ■

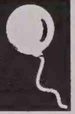
Robert Chang is the new PC support specialist at InfoWorld Publishing's IS department. In this capacity, Chang will provide PC and Macintosh support to InfoWorld staff. Prior to joining IDG, Chang was a systems analyst at InterIsland Systems Development and Integration in Hawaii. He holds a BBA from the University of Hawaii and enjoys reading and playing games on his home PC.

CORP-A-COPIA®



"ANYBODY ELSE COME JUST FOR THE COOKIES?"

Anniversaries



Congratulations to the following employees who celebrated their anniversaries during the third week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Marion Kibbee - IDG

THIRTEEN YEARS
Steve Sieck - LINK Resources

ELEVEN YEARS
Magdalena Axelsen - IDG Danmark

NINE YEARS
Sieglinde Pöschel - IDG Germany

EIGHT YEARS
Karol Lange - Computerworld

SEVEN YEARS
Linda Gorgone - Computerworld
Martha Watjen - WEC

SIX YEARS
Gina Bartella - Computerworld
Hilary Utley - IDC UK
Brenda Shipman - IDG
Stephen Tozeski - IDG
Penny Stevens - IDG

FIVE YEARS
Stuart Johnson - Computerworld
Clare Gillan - IDC

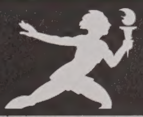
FOUR YEARS
Luann Nightingale - Computerworld
Lucy Chaudhuri - IDC UK
Graham Penn - IDC Australia
Patricia Miller - IDG

THREE YEARS
Carmen Liermann - IDG Germany
Setsuro Tamai - WEC Japan
Lisa Davidson - Computerworld
Dave James - PC World
Carolyn Chown - IDC Australia
Lyn Cridland - IDC Australia
Michael Kizilbash - IDC
Jennifer Jones - Federal Computer Week
Letitia Clemente - WEC
Deborah Paul - WEC

TWO YEARS
Ayako Miyazaki - IDG Japan
Bonita Cox - Computerworld
John Morrell - IDC
Sarah Engman - IDG
Helene Lansberg - IDG
Kerrie Gale - IDG Australia

ONE YEAR
Candace Splivalo - Computerworld
Bill Hanck - PC World
Carol Galea - IDC Australia
Diane Powers - IDC China/Hong Kong
Bradley Earl - IDG
Elizabeth Gulla - IDG
Ruth Sod - Electronic News
John Caggiano - Electronic News
Diana Basso - Electronic News
Michael Stoller - Electronic News
Sarah Venetis - Electronic News

Chairman's achievers



The Chairman's Achiever Award is presented to one winner and two runners-up quarterly. The winners are chosen from among those nominated as Chairman's Achievers during the previous quarter. Criteria for selection include displaying extraordinary creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive an engraved clock or a plaque.

First quarter FY 1993 winners

Winner
Maureen Preble
Editorial Assistant
IDG International News Group

Runner up
Vicki Brown
Vice President/Workstations and High Performance Systems Research Program
IDC

Runner up
Susanna Camp
Promotion Manager
Macworld

Address changes

Wafai & Associates:

6 Damascus St., Mohandesseen
Cairo 12411, Egypt

Phone: +(20) 2-346-0601
Fax: +(20) 2-347-0118

Slovenian publishing licensee:

***Monitor* Magazine**
Ciril Metodov trg 19
61000 Ljubljana
Slovenia

Phone: +(38) 61-13-23-23
Fax: +(38) 61-12-62-12

Network World
West Coast sales office:

Network World
894 Ross Drive
Suite 200
Sunnyvale, Calif. 94086

Phone: 408-541-8630
Fax: 408-541-8640

Do-er's profile

Fernando Moran

HOME: Madrid

PROFESSION: Designer, *Computerworld España*

JOINED IDG: April 1981

WHY DO YOU DO WHAT YOU DO? This is what I do best!

WHAT DO YOU LIKE BEST ABOUT YOUR JOB? All the work I do before a new publication is born.

WHAT'S MOST CHALLENGING ABOUT YOUR JOB? Making each issue better than the previous one.

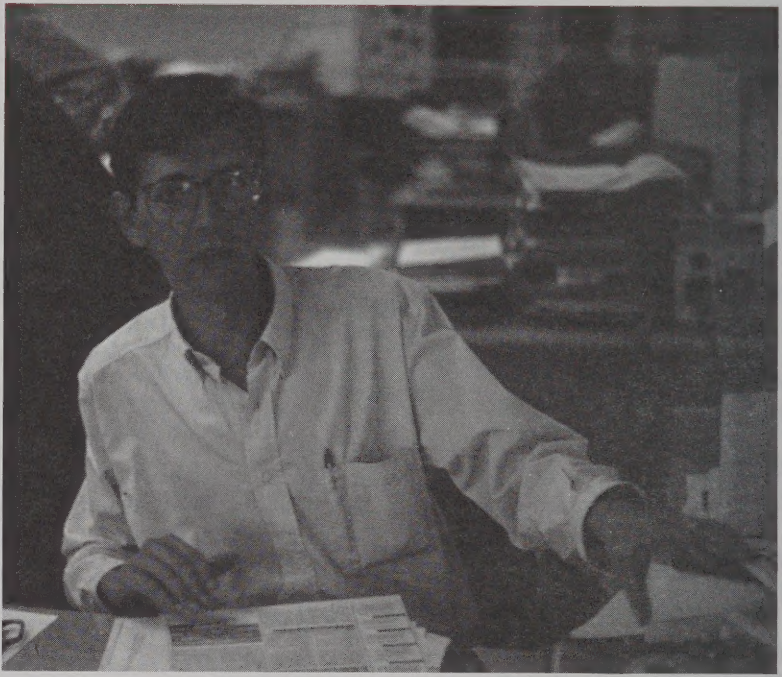
DREAM VACATION: Micronesia and New Zealand

SOMETHING YOU CAN'T DO BUT WISH YOU COULD: Live in the countryside.

SOMETHING YOU DO BUT WISH YOU DIDN'T: Get up early in the morning.

PEOPLE YOU ADMIRE: Roman legions because of the power they had as a group; prehistoric man because of his strength and power as an individual.

FAVORITE POSSESSIONS: My dog and my car.



IDG Spain

IF YOU WERE INDEPENDENTLY WEALTHY, YOU WOULD: Travel around the world and publish my own publications without restricted expenses.

IF YOU COULD WORK IN ANOTHER PROFESSION TOMORROW, WHAT WOULD YOU DO? Be an architect or a pilot.

THREE THINGS YOU'D BUY ON A LIMITLESS SPENDING SPREE: A ranch in the countryside, all kinds of animals and a helicopter.

MANAGER'S PROFILE: "Fernando is an extremely humane person and very hardworking, devoting all the time he needs to get a job done perfectly."

- Juan Manuel Saez, publication manager

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for their contributions to this week's issue:

Rachel Winett, WEC
David Deutsch, ExecuTrain
Joanne Cummings, *Network World*
Beth Freedman, IDC
Paul Leveraas, IDG Norway
Ursula Nadador, IDG Spain
Jutta Volk, IDG Germany
Sharon Baker, Int'l News Group

MSD newsletter stresses value of print advertising

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Two PCW divisions target worldwide Lotus marketplace

- PAGE 4

Off site: PC World promotion manager enjoys life in the pits

- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 8

FEBRUARY 22, 1993

Lotus Publishing, IDC/Avante team up to host conferences

Lotus Publishing and IDC/Avante have announced that they will jointly host the LotusWorld '93 and Workflow '93 conferences May 3-6 in Boston. The collaboration is a response to business computer users who need to build more productive organizational solutions with personal computer applications.

"By co-promoting these conferences, we will be providing computer users and developers with a comprehensive industry perspective on business computing solutions," said **Jean Criss**, vice president of the Alliance Products Division of Lotus Publishing, a subsidiary of PC World Communications, and sponsor of the LotusWorld Conference and Exposition.

The LotusWorld conference serves as an industry forum providing up-to-date information on the technology of Lotus Development and other computer vendors, as well as the opportunity for attendees to exchange ideas and information. Criss pointed out that Lotus Development has been leading an industry transformation with its strategic focus on the sale of Lotus Notes, the innovative workgroup computing platform.

LotusWorld '93 will feature more than 60 conference sessions and workshops touching on some of the hottest areas of development in the industry, such as object technology, graphical user interface technology, multimedia computing and pen-based computing.

IDC/Avante, a joint venture between IDC and Avante Technologies that provides consulting and research services on imaging and workflow software, will produce the Workflow '93 conference. Workflow software is a fast-growing technology that enables business organizations to better utilize the computing resources they have invested in. Confer-

- SEE PAGE 4

CW program helps hook advertisers

Computerworld has instituted a new campaign that is reinforcing its status as the IT industry's top weekly IS publication while assisting clients and prospective customers with market research.

The vehicle is the Computerworld IS Readership Challenge, which asks advertisers to submit the names of 1,000 IS customers and five questions, usually product-specific. An outside firm, the Boston Research Group, then asks 100 people from each list the five questions, plus two others: Which one IS publication do you find most useful?" and "Which would you read if you could only read one?"

> *"The main purpose of the challenge is to close business that's on the fence."*
>
> **Steve Woit**

Computerworld introduced the study with a cover wrap on one of last fall's issues inviting advertisers and agency representatives to participate. *CW* underwrites the cost of the telephone survey, though the people questioned are not told of *CW*'s

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In brief

SunWorld gears up for best products awards

To celebrate the first year of in-depth testing at its Advanced Systems Test Center (ASTC), *SunWorld* will next month present 22 companies in the Sun/Unix workstation market with the publication's first best products awards.

The winning products performed exceptionally well during tests at the ASTC, which Editor-in-Chief and Associate Publisher **Michael McCarthy** said has the most rigorous testing strategy in the industry. The ASTC "runs its own benchmarks, rather than publishing the numbers as distributed by the vendors themselves," he explained.

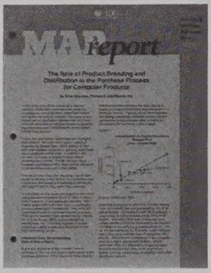
SunWorld
BEST
PRODUCT
1992

Publisher **Bruce Gray** said *SunWorld*'s awards festivities in San Francisco also will be a service and thanks to readers, who through regular, on-going surveys have given feedback on what they want out of Unix-based products.

MAP Report newsletter reinforces value of print advertising

Among the activities at the IDG Global Summit earlier this month was the debut of a newsletter designed to leverage the research that IDG has conducted on print advertising

The aim of the *Marketing and Advertising Performance (MAP) Report* is to "underscore the value and vitality of print advertising in the IT marketplace," said CW President **Gary Beach**, who spearheaded the project. "IDG as a company gets 70% to 80% of its revenue for print advertising. Advertising is an intangible product and the results can be difficult to quantify, so when advertisers have to cut budgets, it's print ads that get cut."


MAP report

The Role of Product Branding and Distribution in the Purchase Process for Computer Products

The first *MAP Report* focuses on the role of product branding and distribution in the purchase process. The newsletter's findings are drawn from the IDG/IntelliQuest research study on distribution behavior in the computer industry unveiled last fall.

The monthly four-page newsletter will be distributed through the Marketing Services Division to IDG's customer prospect file. Each U.S. publication will also receive several hundred copies. While IDG Research Services staff will produce, and often write, *MAP Report*, various IDG publications will also funnel relevant information to the research division. MSD President **Kelly Conlin**, Research Services President **Kathy Dinneen** and Beach will serve as a steering committee to determine the publication's content.

Beach said the *MAP Report* may be rolled out globally, enabling non-U.S. busines units to distribute and/or translate the newsletter for their own customers.

Electronic News' daily fax service goes live after successful test

Following a month of successful testing, *Electronic News* last week announced plans to launch its daily fax news service, *Electronic News TODAY*, at an annual subscription rate of $1,998. According to Editor in Chief **Frank Barbetta**, "we were very pleased by the response, which was sufficient to warrant going ahead with the project."

The two-page bulletin provides subscribers with up-to-the-minute information on breaking news in the global electronics industry. The news is compiled by *EN* editorial staff, edited by **Bernard Levine**, managing editor of special projects, and delivered each workday morning by 7 a.m. "The feedback has been very positive," noted Barbetta. "People really like the immediacy of this service and the short, concise way the news is presented."

Jane Levine, circulation sales rep at *Electronic News*, will be selling the fax service full-time. In addition, all *EN* staff members have been given application forms to send to potential subscribers who inquire about the service. "We found that our editorial people were getting calls about this new product," Barbetta said, "so we decided to make it worth their while to explain it." Staff members initial all order forms sent to interested parties and will receive 5% of the subscription price upon receipt of the subscriber's check.

Address notes

The general phone number for IDG Russia is:

+7-095-188-77-78

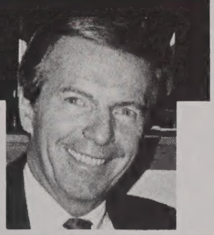
■ ■ ■ ■ ■

The new phone number for IDC Norway is:

+47-67-54-24-01

On line

ASK BILL



Q Has the valuation of IDG shares been made for FY92, and if so, what was the result?

A The valuation of IDG shares as of Sept. 30, 1992, has been completed and the value of IDG shares increased by 6.2% over the corresponding valuation for the period ending Sept. 30, 1991. ESOP balances will increase by more than 6.2% as a result of the way the basis of IDG shares is calculated when released into the ESOP.

Q From where we are it looks like the U.S. market is improving, but nowhere else in the world is. Do you see any other markets that are now going up?

A The U.S. economy is definitely improving and should maintain forward momentum at least into the mid-1990s. Europe and Japan are in recession and as I've pointed out before, the lead will have to come from Germany to bring Europe out of recession. The German central bank recently took steps to drop short-term rates and quite likely they will move more aggressively in this direction as their own economy moves deeper into recession. Japan is lowering interest rates as well as providing fiscal stimulus to prime their domestic economy. These factors combined with renewed economic growth in the U.S. should stimulate the Japanese economy.

Asian countries, primarily China, are growing their economies at very high rates of growth as they continue to improve their infrastructure and provide a source of low-cost labor. The same is true for the Latin and South American countries where countries such as Chile and Mexico are going through a boom period in economic growth. So, global economic growth wil be uneven in 1993, however everything appears to be in place for good overall growth in the industrialized countries in 1994.

Q From what I've seen in *World Update*, it seems like IDG does not open subsidiaries anymore. It only seems to make license agreements. Is there a financial reason for this?

A As you know, International Data Group has established subsidiaries in every major industrialized country, Russia, China, all of the former Eastern bloc countries, as well as Latin and South America. Establishing standalone subsidiaries in very small countries or Third World countries usually cannot be justified on an economic basis because of the small installed base of computers.

International News Group President David Hill has been quite active in developing licensing agreements in these smaller countries, usually with a publisher of multiple titles. These licensing agreements often include an option agreement giving IDG right of first refusal to buy out the interest of the licensee.

Q About a year ago you mentioned that IDG was using Coopers & Lybrand to conduct a worldwide tax study that will be used as the basis for establishing IDG's tax strategy for the '90s. In a nutshell, what was the outcome and how will IDG use this information?

A In 1992, Coopers & Lybrand reviewed our worldwide corporate structure and then made certain recommendations on how we might restructure certain operations in order to take advantage of existing tax codes in certain countries, thereby reducing our overall effective tax rate. Those recommendations have now been implemented.

Q What was your impression of the recent IDG Global Summit? Is this kind of meeting a worthwhile investment for IDG, and can you quantify the return for such an effort?

A The Global Summit is a unique opportunity to use an informal setting to bring together our major clients in the U.S. for three days of sessions on topics pertinent to vendors and users combined with a little relaxation. It also enables clients to meet with peers from other companies. The quality of the attendees at this year's Summit was first rate, and no doubt a lot of business was done. My congratulations to Kelly Conlin and the entire MSD group on an outstanding job on program content, logistics, and attracting our major clients. I'll leave it up to Kelly to quantify the return on such an effort.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

Teams keep Lotus information at the forefront

After *Lotus* magazine was merged with *PC World* magazine last fall, Lotus Publishing Corp. was split into two divisions to support the ancillary business of Lotus' information products and services. Lotus Alliance Products and Lotus Newsletters are the new divisions of PC World Communications, Inc.

LPC's Alliance Products, Inc., headed by Vice President **Jean Criss**, produces information products and services for the Lotus marketplace worldwide. Criss is reponsible for the publishing, sales and marketing of current products such as Lotus books, videos, courseware, conference and exposition, contract publishing and business development. **Carla Blakley** serves as the group's coordinator and **Melissa Holmes** is the art director.

LPC is also the sponsor of the Worldwide Association of Lotus Notes Users and Technologists, which will hold its first membership meeting at LotusWorld in May.

Alliance Products currently offers 24 books, 12 consumer videos, 6 corporate video training systems and 40 courseware products. Projects under development include computer-based training tutorials, the Lotus Notes Developer Conference slated for this fall, and possibly bringing LotusWorld to San Francisco and Europe.

World Update

The LPC Alliance Products group: Jean Criss (seated), Melissa Holmes (l) and Carla Blakley

World Update

The newsletter group: Craig Pierce, Jennifer Smith, Richard Cranford (editor, *1-2-3 for Windows Report*) and Andrew Ochrymowych.

THRIVING NEWSLETTER GROUP

The newsletter division, established in late 1991, consists of: *The Ami Pro Report* (circulation 16,000), *The 1-2-3 for Windows Report* (8,000) and *The Freelance Graphics Report* (2,000). In addition to newly appointed Publisher **Craig Pierce**, who is continuing to manage contract publishing work for the IDG International News Group, the staff includes Editor-in-Chief **Jennifer Smith** and Production Manager **Andrew Ochrymowych**.

"I'm fortunate to have in place one of the best editorial and production teams within IDG working on these newletters," said Pierce. "It will be my responsibility to design and implement programs that will develop these newsletters to their greatest potential," he noted, adding that plans for more newsletters are in the works.

Lotus

- FROM PAGE 1

ence sponsors include *Computerworld* and *CIO* and vendors such as DEC, ViewStar, Wang and Action Technologies .

$2.5 BILLION INDUSTRY

IDC/Avante recently completed a comprehensive study of the workflow market, concluding that in the U.S. alone, the market for software to automate recurring or unique tasks and events will be $226 million in 1993 and is expected to grow to $2.5 billion in 1996.

"Workflow software represents a turning point in the history of computer technology," said **Scott McCready**, president of IDC/Avante. Businesses are turning to workflow software to shorten business cycles, improve quality of products and services, capitalize on reengineered processes and institute a continuous improvement program, McCready added.

"The workflow market is at that stage where the pioneers are beginning to report success at the same time others are just beginning to investigate that technology," said **John Gantz**, senior vice president of IDC and head of the Personal Systems and Workgroup Application Group, which includes IDC/Avante. "That's why we're trying to facilitate communication and education within the market."

The Workflow '93 conference will present separate and joint session tracks for top managers and technical and IS professionals focusing on issues such as how to integrate workflow technology with electronic mail, managing change and hardware and software platforms for workflow technology. Demonstrations of innovative workflow applications such as automated forms routing are also planned.

Participants from both conferences will also be able to attend the LotusWorld exposition, which will feature hands-on demonstrations of the latest hardware, software and communications products.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, February 22, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

OFFICE MANAGER (IDC)

Primary responsibilities include handling of the day to day details of maintaining an efficient and productive work environment for IDC personnel located in the Mountain View, CA office and acting as the company interface with the building management. Additionally, the individual in this position will assist the West Coast Consulting VP in the preparation of proposals, presentations, correspondence, and administrative tasks necessary to the development and closure of consulting business on the West Coast. High level skills on the Macintosh are required including Microsoft Excel, Word, and graphics packages. Ability to interface effectively with clients and prospects is a must. The person in this position will also be required to work with a variety of research analysts in many capacities.

EXECUTIVE SALES ASSISTANT (MACWORLD)

The individual in this position will support the VP/Director of Advertising Sales in all administrative facets of advertising sales including: general office support, sales information management, financial reporting and special projects. The ideal candidate must be highly organized, detail-oriented, with good accounting skills, excellent written, verbal and communication skills, as well as be able to handle multiple tasks. Macintosh word processing and spreadsheet expereince required. Three years related expereince preferred.

CIRCULATION COORDINATOR (TECHMEDIA PUBLISHING)

The individual in this position will be responsible for customer service, mail processing, data entry, administrative duties and special projects. Additional duties include coordinating promotions and insert cards. Knowledge of Lotus 1-2-3 and ProfessionalWrite required. Strong organizational and communication skills and travel required.

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	**ISG**	Information Strategies Group	Vienna, VA
BCP	Business Computer Publishing	Peterborough, NH	**IW**	InfoWorld Publishing Corp.	San Mateo, CA
IFWD	Infoworld Direct	Boston, MA	**LPC/PCW**	Lotus Publishing Corporation	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MPC**	MPC World Magazine	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**NWW**	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	**PCW**	PC World	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDG	International Data Group	Framingham, MA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG/B	IDG Books	San Mateo, CA	**TIS**	Tech. Investment Strategies Co.	Framingham, MA
IDG/P	IDG Peterborough, NH	Peterborough, NH	**TMG**	Tech Media Group	Peterborough, NH
IFTW	*Infotainment World*	San Mateo, CA	**WEC**	World Expo Corporation	Framingham, MA
IMI	Integrated Media, Inc.	San Francisco, CA			

Job Opportunities

Revised: February 22, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	S. Perry	(508)935-4407
IDG/LS	Administrative Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)875-6400
WEC	Graphic Designer	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Fulfillment Coordinator	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	G. Bond	(617)422-8035
IDC/G	Research Director	Vienna, VA	E. Ouellette	(508)935-4605
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Program . Manager Network Support & Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr. Sys Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr.Commercial Sys.	Framingham, MA	P. Burris	(508)935-4216
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4351
IDC/TIS	Research Dir.- Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Sales Assistant	Fairfield, NJ	M. Masters	(201)227-1140
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
IW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	VP of Sales	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.I	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Team ldr / Assoc. Reviews Ed.	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Test Development Specialist	IDG Books, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Western Advertising Director	*PCWorld,* San Francisco, CA	B. Theobald	(415)978-3377
PCW	Circ. Mngr--MultiMedia Wld	*PCWorld,* San Francisco, CA	D. Ball	(415)978-3305
PCW	Senior Editor, News	*PC World,* Texas	R. Glitman	(415)978-3195
PCW	Admin. Sales Assistant	Multimedia World, San Franisco	J. Epstein	(415)267-1772
MAC	Executive Sales Assistant	*Macworld,* San Francisco, CA	S. Dolan	(415) 978-3159
MAC	Ass't. Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
CWPI	Admin. Assistant	*CWPI,* Rochelle Park, NJ	N. Tamburrino	(201)587-0090
TMP	Circulation Coordinator	Peterborough, NH	G. Lodge	(603)924-0392
BCP	Production / Copy Editor	Peterborough, NH	G. Lodge	(603)924-0392
IFTW	Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	VP Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor	*Infotainment World,* San Mateo, CA	L. McDermott	(415)349-4300

Off-site

Five days a week **Francesca Davies** can be found planning circulation promotions at *PC World* where she is the company's senior promotion manager. But come Saturday, Davies trades her briefcase for a toolbox and heads for the racetrack where she is pit crew chief for a hobby-level Formula Ford race car team.

Davies and husband Allan, who drives the couple's limited edition English-made car, compete as members of the San Francisco branch of the Sports Car Club of America (SCCA). During the season, which runs February through November, Davies and her husband participate in about a dozen races.

This past year was a particularly good one for the pair, who came in third in the season championship and won their first race — run in a downpour — as a team. "I was totally soaked, and even with rain tires, which have tread, many of the cars were spinning," Davies said. " But it was a thrill to win after five years of hard work refining the car."

NUMEROUS ADJUSTMENTS

As pit crew chief, Davies is responsible for preparing the car for the three separate sessions during a race: the practice session, the qualifying session and the race itself. She performs an array of basic maintenance tasks such as checking the tire pressure and fluid levels and looking for loose nuts and frayed hoses or wires. There are also numerous adjustments that can have a significant impact on the car's performance.

"Our Ford is a sophisticated racing car with many possible chassis settings," Davies noted. "I can adjust the ride-height of the car, the gears, the shocks, and so on. It's an endless pursuit to find the perfect combination of adjustments."

The pit crew chief must also ensure the driver gets to the pre-grid, which is where the cars line up according to their qualifying times, at the appointed time. "This sounds very basic, but there have been times when we've barely made it," Davies said. "Sometimes you only have a couple hours to make adjustments, get things machined and make repairs if things have broken. Also, if it rains at the last minute, you have to change tires and redo all the adjustments so the car will handle better on the wet surface. If the weather is threatening I hold off making the decision and then it can be a rush to make it to the pre-grid."

While the car is on the track Davies watches for any signs of trouble such as smoke, unusual noises or fluid leaks. "If I spot anything I'll motion the driver to come into the pit, or he may come in on his own if he's experiencing problems," she said. "I also use a stopwatch to keep track of each of the driver's laps around the track so we know where we stand compared to other drivers."

LONG-STANDING INTEREST

Davies' interest in cars spans back to her teen-age years when she earned her coveralls tinkering on cars with her brothers and refined her technique in high school automotive classes. But it wasn't until she met her husband, an ex-professional race car driver who now works for an importer of car parts, that she became interested in racing. The two have been a fixture at local tracks in California for the past five years.

Davies and her husband belong to one of the three classes within the SCCA that use Ford Pinto motors. "They don't have lots of horsepower, but the racing chassis are very lightweight and are designed to make maximum use of their horsepower," Davies said. "Formula Ford cars can attain speeds of 130 mph." The cars have open cockpits, single seats, exposed treadless wheels (for dry weather) and are very low to the ground.

These characteristics make driving a race car a fundamentally different experience from driving road cars, as Davies found out firsthand when she received as a Christmas gift a one-day class at the Skip Barber Racing School. She was outfitted with a Mondial, an Irish-built car similar to her own. "Driving it was very invigorating and confidence-boosting," Davies said. "Driving a race car is very much an athletic endeavor that takes a lot of skill."

36
Anso
SCCA

PC World

Francesca Davies makes one of countless adjustments to her car in between races.

Might she try her hand at racing one day? "I'd like to," she said, "but financially it might be tough for us to field two cars. It's an expensive hobby." Aside from the cost of the cars, which can easily reach $25,000 in her class, each race generally calls for new tires and a fresh engine to be competitive, Davies explained.

Next season she and her husband intend to seek out sponsorship to help with some of the costs of racing. But racing is not necessarily just for those with lots of money, Davies notes. The club is organized into different classes of cars, with correspondingly different budgets. "There is a wide variety of people involved in the club, which is one of the things I enjoy about it," Davies said "I would certainly recommend it to anyone."

Do you or one of your colleagues participate in an interesting activity, sport or hobby outside of the office? If so, we'd like to hear about it. Please call us with story ideas at 617-423-9030 or fax 617-423-0712.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-NINE YEARS
Pat McGovern - IDG

THIRTEEN YEARS
Delia Quartey - InfoWorld

TWELVE YEARS
Arline Clements - IDC Government

TEN YEARS
Eric Bender - PC World

NINE YEARS
Laura Cameron - IDG

SEVEN YEARS
Linda Simon - InfoWorld
John McDonough - Network World

SIX YEARS
Mark Sullivan - IDC

FIVE YEARS
Kevin Burns - IDG

FOUR YEARS
Marjorie Baer - Macworld
Joanne Olson - InfoWorld
Ann McCready - IDC

THREE YEARS
Pilar Tejero - IDG Spain
Sharon O'Brien - Computerworld
Valerie Boyd - IDG New Zealand
Richard Hay - IDG New Zealand
Shirley French - InfoWorld
Patricia Smith - IDG Int'l News Group
Joanne Davies - IDG Australia

TWO YEARS
Paloma Duenas - IDG Spain
Jerónimo Mediavilla - IDG Spain
Russ Hoefer - Infotainment World
Marsha Kaye - IDG New Zealand
Kevin Octavio - PC World
Russell Glitman - PC World
Alain Jaspart - IDG France
William Reinstein - Network World
Christine Gibney - Network World
Glen Tynan - IDG
Charles Curtis - IDG
Shannon Summers - Network World

ONE YEAR
John Brillon - Computerworld
Judi Taylor - Computerworld
Cristina Brioschi - IDG Italy
Harvindar Singh - IDG New Zealand
Mark Dalgarno - IDG New Zealand
Ann Reilly - IDC Government
Leslie Gibby - IDC Government
Kristin Miller - IDG
Wendy McClure - Federal Computer Week
Ann Reilly - IDC/West

Ask the experts

Wanted: your problems

Do you ever find yourself struggling to solve a problem and wondering how other people might approach a similar dilemma?

IDG World Update **plans to institute a new column designed to harness the expertise of IDG employees around the world. Call, fax or mail in to *World Update* a brief description of a situation you'd like help with — in marketing, circulation, editorial, advertising, research or any other function area. Queries may be submitted anonymously. We'll track down the experts in the field within IDG and publish some of their suggestions.**

The column will appear as often as questions come in. Consider it an opportunity to gather some fresh ideas — a colleague in another IDG office is undoubtedly wrestling with a similar issue and will be glad you asked!

Computerworld Espana editorial team displays Chairman's Award

CW Espana

Computerworld Espana's **editorial team, runner-up for the FY92 third-quarter IDG Chairman's Achiever Award, gathers behind Editor-in-Chief Carlos de la Inglesia to receive their plaque from IDG Spain Financial Controller Alvaro Morenes (right).**

From left are Oscar G. Llorente, Juan Márquez, Paloma Dueñas, Maria José Marzal, Alejandro Iglesias, Beatriz Sanchez, Carlos P. Albalaejo, Luzdivina García and Juan Manuel Sáez.

Noteworthy !

NEW EMPLOYEES

Link Resources welcomes a new receptionist, **Allison Litwak,** to its New York offices. Litwak graduated of the University of Miami where she earned a BA in psychology. Outside the office, she enjoys art, reading and going to the gym.

■ ■ ■

InfoWorld Publishing welcomes **Ean Houts** as a new technical analyst in the company's Test Center. Prior to joining IDG, Houts was a technology research supervisor at GCH Systems in Mountain View, Calif. He holds an AS in computer science from Heald Institute of Technology in Saratoga, Calif., and enjoys water and snow skiing.

Also new at *InfoWorld* is **Barbara Newton,** editorial and production coordinator for *PC Letter*. Newton had been working in *IW*'s editorial events department on a contract basis prior to joining the company full-time. She holds a BA in communications from Pacific University in Forest Grove, Ore.

Beth Baker has joined IDG Books Worldwide as a production manager in the company's Indianapolis, Ind., office, where she will oversee the electronic production team as well as the proofreading, indexing, page layout and design functions. Baker comes to IDG from Bastian Material Handling Corp. where she was marketing director and responsible for desktop publishing the company's first four-color product catalog . Baker holds a BS in Bible studies with a minor in general computer studies from Johnson Bible College in Knoxville, Tenn., and enjoys quilting, reading, participating in her church's choir and attending Pacers basketball games.

Smith

IDG Books

IDG Books also welcomes **Laurie Ann Smith** as a project editor in the company's Indianapolis office. Prior to joining IDG, Smith was a new titles buyer for Computer Literacy Bookshops Inc. in San Jose, Calif., and worked in the MIS department at Boehringer Mannheim in Indianapolis. She earned a BA in cognitive psychology from Indiana University and enjoys music, photography, writing, hiking, cooking, skiing, skydiving, tennis and PC computing.

Tricia Reynolds has also joined the company in its Indianapolis office as an editorial assistant. Prior to joining IDG, Reynolds was a legal secretary at an Indianapolis law firm. She has attended Central Michigan University and Indiana University and Purdue University at Indianapolis and enjoys skiing and golf.

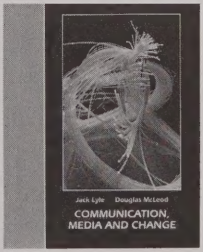
ETCETERA

Jean Criss, vice president of Lotus Alliance Products division of PC World Communications, has taken on additional responsibilities with the Marketing Services Division. As director of national accounts, Criss will work as a liaison with MSD to help IDG meets its sales and custom publishing goals with Lotus Development Corp.

■ ■ ■

IDC's *Computer Industry Report* Editor **Doug McLeod** recently joined the growing roster of IDG employees with a book to their credit.

The book, *Communication, Media and Change*, co-authored with a former colleague, arrived in bookstores last month. Inspiration for the book was born of necessity; McLeod and co-author Jack Lyle, had been unable to locate an appropriate text for the class on Alternative Systems of Communication that they taught together at Boston University, and so they wrote their own.



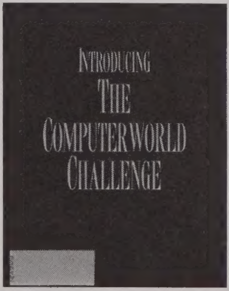
The book is targeted at undergraduate and graduate-level communications students and provides a framework for analyzing how and why different new technologies alter existing communication institutions, audiences and systems. It is currently in use at Boston University and being considered by course developers at a number of other universities including Ohio State, the University of Hawaii and San Francisco State. It is available at the Boston University bookstore.

Hook

-FROM PAGE 1

involvement.

"The main purpose of the challenge is to close business that's on the fence by showing people's confidence in *Computerworld*" said **Steve Woit,** senior vice president of marketing. "We want to be perceived as No.1" and, he emphasized, "be helpful to advertisers."



No only are the answers to the five questions useful to the company's market research staff, Woit said, but readers' views about *CW* help advertisers more fully understand which IS publication serves as the best vehicle for their ads and which most effectively targets their customers and prospects.

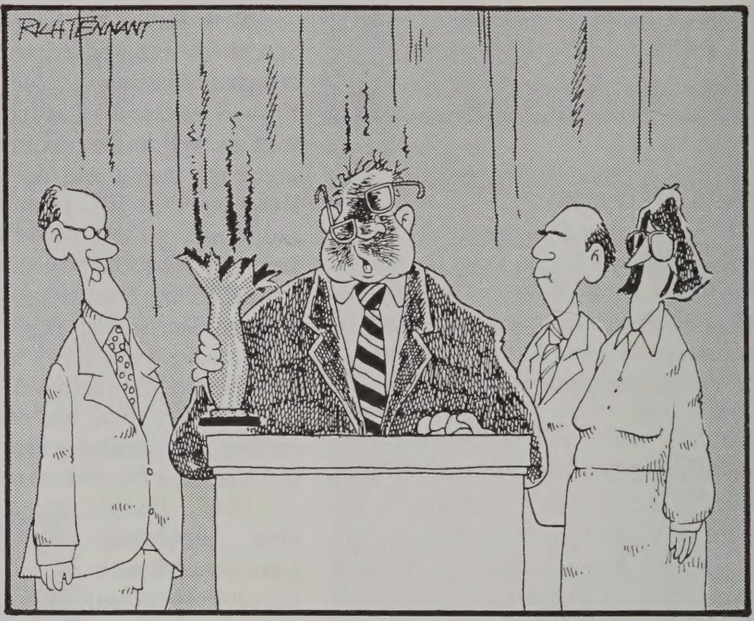
Computerworld has emerged as the publication of choice in each of the studies conducted for the first three customers. Ten to 12 more will likely be conducted during the course of the year.

Woit also noted that "there's syndicated research on readership and receivership, but no one really asks how useful [computer publications] are to people."

Even the recent Simmons study didn't ask readers to pinpoint a single publication, asking "Which publications do you rely on for information useful to your work?" Instead, respondents could provide multiple answers, including *The Wall Street Journal* and other non IS-related press.

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Diane Gamble will receive an official "Off line" T-shirt, while the honorable mention winners below will receive IDG World Update frisbees.



"Where have all the flowers gone?"
- Diane Gamble, LINK Resources

Miss Jones wanted to giggle but suddenly found she had no mouth.
- Richard Mergler, IDG Australia

"I'm obviously out of time!"
- Liz McPherson, IDC

Bob discovers his Nobel Prize is really dynamite.
- Marc Calvanico, InfoWorld

"And I'd like to thank my competitors, those good sports at Microsoft..."
- Tom Moran, Macworld

"It's a great honor to be the division with the most explosive growth."
- Simon Salamon, LINK Resources

Talk about a presentation blowing up in your face...
- Michelle Beals, Computerworld (Burlingame)

"...and, of course, I could not accept this award without acknowledging all those hardworking, behind the scenes people who made the launch of *Mini-Scud News* all possible."
- Kenny MacIver, IDC/TIS U.K.

"...And I'd like to thank *SunWorld* and its ASTC for this "best of" award. We've always viewed Unix as a highly volatile market."
- Dave Taylor, SunWorld

Professor Richards successfully illustrates his "Big Bang" theory.
- Gary Palmer, InfoWorld

"...and as I was saying, during these booming years every CEO's happy to have talented people..."
- Timo Tolsa, Tietoviikko

IDG *World Update*

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David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for their contributions to this week's issue:

Jean Criss, PCW/Lotus
Kathy Dinneen, IDG Research Services
Gary Beach, Computerworld
Elie Goldstein, SunWorld
Craig Steadman, Electronic News
Frank Barbetta, Electronic News
Computerworld Spain

AIGNER RIP-PROOF^{TM} TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

InfoWorld develops customized publishing system
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IDG Denmark hosts third annual EIS conference
- PAGE 4

Product Resource Group merged into Systems and Software
- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 9 MARCH 1, 1993

MACWORLD Expo/ Tokyo sets attendee record

MACWORLD EXPOSITION
Tokyo

Macworld

Awaiting the signal to open the third MACWORLD Expo/Tokyo are (left) Yoichi Hosoya, president, *Nippon Industrial Journal*; Akinobu Kamebushi, managing director, Nippon Broadcasting System; Shigeaki Hazama, president, *The Sankei Shinbun*; John Sculley, IDG Chairman Pat McGovern, Jim Povec, David Ushijima and Nobuaki Takatsuki, general manager, Fuji Television Network.

No doubt about it: the words "MACWORLD Expo/Tokyo" have come to be synonymous with "record breaking."

During the four-day conference and exposition last month, 97,349 attendees flocked to the jam-packed Nippon Convention Center, once again making it the largest MACWORLD Expo ever and breaking last year's tally by 17,000. The number of exhibitors also rose to 237, up 50 from 1992.

"Teamwork, dedication and enthusiasm. These are all the elements that brought MACWORLD Expo/Tokyo '93 to a super success," said IDG Japan President **Kozo Hiramatsu**. "I'm proud of our team — the employees of Macworld Japan, WEC Japan and IDG Japan — and am grateful to [Macworld Japan President] **David Ushijima** and [WEC Representative]

- SEE PAGE 6

CW extends reach into Middle East

The *Computerworld* product line extended its global reach last month with the launch of *Computerworld Middle East*, bringing the total number of *Computerworld*-style publications worldwide to 39.

Computerworld
MIDDLE EAST
Microsoft vs. transparency

Published by Wafai and Associates, IDG's Egyptian licensee, *CW Middle East* will serve the information needs of English-speaking organizational managers throughout the region. It provides market, product and industry-related information in a format closely resembling that of sister publications U.S. *Computerworld* and *InfoWorld*. Its news split will be approximately 70% local news and 30% international news, according to Editor **Cheryl Wafai.**

The publication is expected to run 16 to 32 pages and will initially appear monthly; however, in a first for the region, it will soon begin appearing every other week.

- SEE PAGE 4

InfoWorld devises its own publishing system

Internally developed process leads to savings in prepress costs

InfoWorld is practicing what it preaches.

After reporting on how companies are moving to open systems and client/server computing, the editorial staff spent the last eight months doing just that. The publication is now written, designed and produced on a customized PC-LAN based publishing system that is already showing significant savings in prepress production costs.

Two years ago, **Jeff DeBalko,** *IW*'s director of information systems, and his staff began looking at various publishing options that would save time and money by bringing more of the weekly newspaper's prepress production process in-house and deliver more completely integrated pages electronically to the printer. *IW* had been using a proprietary system from Atex Corp. for the last decade.

"It would have been easiest to upgrade Atex, but the longer we thought about it, the more we began to think that we could do this ourselves," DeBalko said.

CUSTOMIZED SYSTEM

Unlike *Computerworld*, which recently upgraded its publishing technology to Atex's latest generation system, DeBalko and his staff decided to create their own solution using off-the-shelf software and file management tools. According to **Mark Houts**, *IW*'s publishing systems manager, a customized system gave *IW* more flexibility and control over future growth.

"This puts us in a position to grow with whatever software or changes occur in the industry," Houts said. "That is consistent with what our readers are doing as well."

> *"That's whole the beauty of doing this in-house. We can make whatever changes are necessary."*
>
> **- Jeff DeBalko**

To allow for minimum disruption, editorial departments were converted to the new system separately, beginning in July. The final section, the front page, was produced on the desktop technology in mid-December.

"It's a real challenge for a weekly to make this kind of switch," said *IW* Managing Editor **Bob Kayne**. "There are no gaps in our schedule."

IW's writers and editors now use XyWrite on IBM PCs to compose and edit stories, while the art and copyediting departments use QuarkXpress and Microsoft Word on Macintoshes to design, lay out and proof pages. Adobe Photoshop and Adobe Illustrator are used to edit photos and create artwork, respectively. The new technology meets both initial goals: allowing the staff to integrate text and graphics, eliminating the need for the printer to strip in the artwork; and making it possible to transmit pages electronically over a T-1 line to Graftek, *IW*'s printer in Crystal Lake, Ill.

INFO WORLD
InfoWorld dumps Atex!

InfoWorld

Jeff DeBalko (l), Mark Houts and Bob Kayne display a mock page with an apropos headline.

At the same time *IW* was converting to its new system, Graftek, at *InfoWorld*'s persuasion, invested close to $500,000 in training and installation of a Macintosh network and two high-speed imagesetters that could produce four-color "plate-ready" film. "This allows Graftek to provide more value to their existing customers as well as attract new ones," DeBalko said.

DeBalko admitted that there are still bugs to be worked out in the new system, such as file management and allowing editors to use the PCs' notes mode command that highlights text without causing the Macintoshes to crash when the stories are moved over. The conversion also took several months' longer than expected.

"There are always little things that you can't anticipate until you start working with the system," DeBalko said. "We are making more changes than we hoped to make, but that's the whole beauty of doing this in-house. We can make whatever changes are necessary."

CHANGE OF PACE

Kayne said the new technology and training was "initially a lot for everyone to take. This has completely changed the way people work, and that takes getting used to. But overall, it's working pretty smoothly. We're pretty happy with the speed with which we can change pages."

The new system is already bringing in a faster and higher than expected payback, DeBalko said. He estimates it will pay for itself in two to three years.

Future plans include installing scanning technology that will allow the art department to incorporate halftone images and the electronic production of the advertising pages.

On line

ASK BOB

This week's guest, Bob Metcalfe, just celebrated his first anniversary with IDG as CEO of InfoWorld Publishing Co. An IT pioneer who has, in his own words, a "resume that would choke a horse," Metcalfe is best known for inventing Ethernet in 1973 at the Xerox Palo Alto Research Center.

Q What were you doing just before you joined IDG?

A I founded and spent 11 glorious years growing 3Com Corp., then a PC LAN company. In 1990, 3Com reached $400 million in sales and suddenly stalled. I helped find new management and then "retired" before they could fire me, and I'm happy, I guess, that 3Com has since regained its momentum without me.

Then I began a new career, writing freelance mainly for *Network Computing* and *Communications Week.* When I got really good, *Computerworld* ran one of my opinion pieces. *InfoWorld*'s Editor-in-Chief Stewart Alsop continued to reject my writing proposals until I agreed to be his publisher.

Q So what made you want to be a publisher?

A Stewart Alsop and Pat McGovern asked me, and I didn't really know what I was getting into, which was half the fun. I thought that publishers were like Malcolm Forbes and got to have big boats. And there was the romance of working every day with noble journalists, perhaps someday becoming one. But, most of all, it was this new opportunity to advance information technology for, I must say, the betterment of personkind. I enjoy working to understand what is going on and communicating about IT.

My initial objectives were to grow InfoWorld Publishing Company, to learn publishing, and to have fun every single day. So far so good. Since you asked, I think like this: I've made the world a better place by selling $1 billion worth of PC Ethernet adapters; now I'm hot to sell $1 billion worth of ads.

Q How would you define *InfoWorld*'s mission?

A To serve our readers and get paid for it by our advertisers. Or, to put it another way and see how many buzzwords I can use in one sentence: *InfoWorld*'s readers are PC systems managers who are, right now, using client/server networking technologies to implement mission-critical applications in their enterprises. We provide timely, accurate and useful information — news, views, features and especially product reviews (and ads too) — to help our readers buy and make good use of PCs and related hardware, software and networking products. Our readers are no longer PC revolutionaries; they are in the information systems mainstream.

Q What have you accomplished in your first year at InfoWorld Publishing?

InfoWorld is now in its 15th year and, without my help, it has grown to be among the top six (if not the top three) computer publications in the world. I've gotten a good start working with Stewart, President Jim Casella and their teams to develop InfoWorld Publishing's processes for continuous improvement, and to be sure that the people in key jobs are as ambitious, capable and creative as we can find them. And I've met my column deadline every week, except one.

A What are the products of InfoWorld Publishing Co.?

A We've grown, and we now have five major products: *InfoWorld*, the newsweekly for PC systems managers; *InfoWorld Direct*, the only qualified publication, a monthly magazine, just for direct-volume PC buyers; *P.C. Letter*, the biweekly newsletter for PC industry insiders; Agenda, the annual issues conference for PC industry insiders; Demo, the annual hot product introduction conference for PC industry insiders; and, starting in June, Perspective, the annual *InfoWorld* readers conference.

Q What are you doing as IDG's vice president of technology?

A Not yet what Pat, Walter [Boyd] and I expected. I have done a little acting as IDG's corporate IS manager, a part for which I am not well cast. But, my biggest contribution to date, I think, has not been technological by any stretch. Having come to realize the increasing importance of presenting IDG's varied publications in their best light — together — I have worked to get the publishers, marketers, and hopefully editors of *CW*, *InfoWorld* and *Network World* to agree on the basics of a mutual positioning statement: that *Computerworld* is not just for mainframe people, *InfoWorld* is not just for desktop people, and *Network World* is not just for telecommunications people. Rather, all three newsweeklies are directed at IS managers — executive, PC, and network IS managers, respectively. Together, speaking the special languages of our readers, we surround purchase decisions in the enterprise like no other group of publications. Is this cool, or what?

Q What is your dream, in the world of IT or otherwise?

A I have lots of dreams, but here's one just right for *IDG World Update*. I would someday like to write a syndicated weekly column on information technology that would be received enthusiastically by every one of IDG's 30 million readers worldwide.

IDG Denmark group holds nation's largest EIS conference

IDG Denmark's Conference Group drew close to 200 executives to its third Executive Information Systems (EIS) conference in January, the largest crowd ever at an EIS conference in Denmark.

The Conference Group handled all speaker arrangements, bookings, ads and invitations, while Deloitte & Touche Management Corp. contributed case studies from their offices in the U.K. and the Netherlands and a speaker and conference chairman from the Danish office.

Eight speakers addressed topics such as "Will Information Systems Ever Work for Managers?" and "The Role of Standard Graphics in Executive Cognition." As with other Conference Group events, an "EIS lab" was set up with product demonstrations that tied into the curriculum; nine vendors participated this year.

Conference Manager **Ole A. Larsen** recently added a third staff member to his group and is working on 10 more events through the summer, including the Windows World Expo and Conference, which will be opened by Microsoft's Bill Gates.

IDG Denmark

At the beginning of the EIS event, the IDG Conference Group directed the group's attention to the small crystal balls distributed along with conference materials (visible on book and table, bottom right). The managers were told they just had to look into the ball if they needed assistance with their EIS projects — the IDG and Deloitte & Touche logos were visible inside.

Correction

The February 22 issue of *IDG World Update* incorrectly listed the phone number for IDC Norway. The correct numbers are:

Telephone: +47-67-54-71-41 Fax: +47-67-54-24-01

CW Middle East

- FROM PAGE 1

"We are not announcing this in the Middle East at present, as we don't want our competitors to catch wind of it," noted Wafai. "To date, there are no bi-weekly — or weekly— computer publications in the market, so *Computerworld Middle East*'s frequency will really be something new for this region." The publication has plans to announce its increased frequency at a formal launch event scheduled for this fall. Its two primary competitors, *Arabian Computer News* and *Middle East Computer News*, are both published monthly out of London.

Initial circulation for the publication will be approximately 5,000 — two-thirds subscription and the remainder to be sold on newsstands.

Wafai and Associates also publishes the all-Arabic *Alam Al-Computer* (*PC World Middle East*) that focuses on the computing needs of the region's end users.

Ask the experts

Do you ever find yourself struggling to solve a problem and wondering how other people might approach a similar dilemma?

IDG World Update **is planning a new column to harness the expertise of IDG employees around the world. Call, fax or mail in to *World Update* a brief description of a situation you'd like help with— in marketing, circulation, editorial, advertising, research or any other area. Queries may be submitted anonymously. We'll track down the experts in the field within IDG and publish some of their suggestions**

The column will appear as often as questions come in. Consider it an opportunity to gather some fresh ideas — a colleague in another IDG office is undoubtedly wrestling with a similar issue and will be glad you asked!

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, March 1, 1993

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

SENIOR RESEARCH ANALYST/ LAN PROGRAM (IDC)

The individual in this position will be responsible for quantitative and qualitative research in LAN technology issues, including LAN servers, intelligent hubs and routers. Additional responsibilities will include generating new business opportunities, consulting and client presentations. The ideal candidate should have 2-5 years experience, a strong foundation in marketing and research skills, and in-depth knowledge of LAN technologies, leading vendors, and trends in LAN usage. Excellent writing and presentation skills required.

LISTINGS EDITOR (A+ PUBLISHING)

Primary responsibilities for this position will include managing the monthly production process for a 20-30 page educational-television listings section in a four-color national magazine for teachers, *Cable In The Classroom*. Strong communication skills needed, as well as basic knowledge of Macintosh-based database and page layout, experience with Quark Express a plus. Additional duties may include copyediting and writing.

SALES ASSISTANT (COMPUTERWORLD)

The individual in this position will support the Sales Supervisor and four Account Managers. This person must be articulate, efficient and be able to handle several simultaneous work loads. Additionally, this person must be organized and detail-oriented with a professional phone manner and demonstrated PC skills to provide all facets of administrative support.

TEST DEVELOPMENT SPECIALIST (INFOWORLD)

The ideal candidate for this position will have excellent writing skills as well as hands-on technical skills. This individual will be responsible for development and project management of software/hardware testing procedures. Applicants must have comprehensive knowledge of word processing, desktop publishing, graphics, printers and video hardware. A BS in Computer Science or equivalent business computing experience preferred.

RECEPTIONIST (IDG BOOKS)

The ideal candidate must have a professional demeanor in order to be the company's first phone contact, as well as serve as primary contact for clients, vendors, etc. Excellent phone skills are required.

ASSISTANT PRODUCTION MANAGER (PCWORLD)

The individual in this position will be responsible for the timely and accurate production of the Multimedia World section of *PC World* and *PC World Card Deck* which includes creating layouts, form instructions, impositions and approving printer's bluelines and traffic material from prepress through final film. The ideal candidate must have 2-4 years production experience, magazine production experience preferred. Additionally, this individual should have thorough knowledge of prepress and printing, as well as experience with Quark Xpress and previous card deck experience. This person must be detail-oriented with the ability to work effectively under strict deadlines.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry	(508)875-5000	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)875-5000	(508)935-4406
IDC/T.I.S. Corp.	Debbie Bernardi / Dana Miller	(508)872-8200	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)872-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
IFTW	Christine Yam	(415)349-4300	
IW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: March 1, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	S. Perry	(508)935-4407
IDG/LS	Administrative Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)875-6400
WEC	Graphic Designer	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	G. Bond	(617)422-8035
CIO	Sales Assistant	Fairfield, NJ	M. Masters	(201)227-1140
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
A+	Listings Editor	*Cable In Classroom,* Cambridge, MA	G. Lodge	(603)924-0392
TMP	Circulation Coordinator	Peterborough, NH	G. Lodge	(603)924-0392
IDC/G	Research Director	Vienna, VA	E. Ouellette	(508)935-4605
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Program Manager Network Support & Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr. Sys. Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4361
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Admin. Assistant	Rochelle Park, NJ	N. Tamburrino	(201)587-0090
IW	Test Development Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	VP of Sales	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.I	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Team Ldr / Assoc. Reviews Ed.	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Receptionist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Assistant Production Manager	*PCWorld,* San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Western Advertising Director	*PCWorld,* San Francisco, CA	B. Theobald	(415)978-3377
PCW	Senior Editor, News	*PC World,* Texas	R. Glitman	(415)978-3195
PCW	Admin. Sales Assistant	*Multimedia World,* San Franisco	J. Epstein	(415)267-1772
MAC	Executive Sales Assistant	*Macworld,* San Francisco, CA	S. Dolan	(415)978-3159
MAC	Ass't. Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
IFTW	Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	VP Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor	*Infotainment World,* San Mateo, CA	L. McDermott	(415)349-4300

IDG West Career Training & Development Program

Courses offered for March

For East Coast Listings see Reverse

Management Development

Course	Date	Time	Location
Getting People Committed & Accountable: Coaching and Performance Management	Monday, March 1	8:30 am - 5:00 pm	Hyatt Regency, San Francisco Airport 1333 Bayshore Highway Burlingame, CA

Professional Development

Course	Date	Time	Location
Presentation Skills--Basic	Monday, March 8	8:30 am - 12:30 pm	China Basin 185 Berry St., Ste. 6440 San Francisco
Presentation Skills--Advanced	Monday, March 8	1:00 pm - 5:00 pm	China Basin 185 Berry St., Ste. 6440 San Francisco
Conflict Resolution	Monday, March 29	8:30 am - 12:30 pm	China Basin 185 Berry St., Ste. 6440 San Francisco

Technical Development

Course	Date	Time	Location
Quark Xpress	Monday, March 1	9:00 am - 4:00 pm	Abacus Training 130 Battery St., Ste 380 San Francisco, CA
Q & A Word for the PC--Basic	Tuesday, March 2	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Q & A Database for the PC--Basic	Tuesday, March 9	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
PageMaker for the Mac--Basic	Tuesday, March 16	8:30 am - 12:30 pm	Abacus Training 130 Battery St., Ste. 380 San Francisco, CA
Aldus Persuasion for the Mac--Basic	Tuesday, March 23	9:00 am - 4:00 pm	Abacus Training 130 Battery St., Ste. 380 San Francisco, CA
Harvard Graphics for the PC (DOS)	Tuesday, March 30	8:30 am - 12:30 pm	Abacus Training 130 Battery St., Ste. 380 San Francisco, CA

Please look for the new IDG West Career Training & Development Course Catalog Coming to IDG West Coast Employees in Mid March!

For more information, call Laurie Durlester at 415-312-0594 or contact your HR Representative.

East Coast Collaborative Training Program

Courses offered for March, April, May, June

For West Coast Listings see Reverse

Management Program

Course	Date	Time	Location
Leadership	Monday, March 15	9:00 am - 5:00 pm	IDG HR Conf. Rm
Finance, Budgeting & Accounting	Monday, April 19	9:00 am - 1:00 pm	IDC Boardroom A

Professional Program

Course	Date	Time	Location
Pre-Management Development	Wednesday, March 31	8:30 am - 5:00 pm	IDG Tax Conf. Rm
Advanced Business & Technical Writing Skills (2 day program)	Monday, May 3	8:30 am - 5:00 pm	IDC Boardroom B
	Tuesday, May 4	8:30 am - 5:00 pm	IDC Boardroom B
Publishing Process Overview	Thursday, June 3	1:00 pm - 5:00 pm	IDC Boardrooms A&B

Wellness Program

Course	Date	Time	Location
Stress Management	Thursday, March 4	8:30 am - 12:30 pm	HR Conference Room
Adult CPR Recertification	Thursday, March 25	3:00 pm - 7:00 pm	IDG Tax Conf. Rm
Infant CPR Recertification	Thursday, April 15	3:00 pm - 7:00 pm	IDC Boardroom B

Technical Program

Executrain--PC Courses

Course	Date	Time	Location
Overview of Windows	Friday, March 5	1 day (8:30 - 4:30 pm)	Executrain
Overview of Windows	Thursday, April 1	1 day (8:30 - 4:30 pm)	3 Speen St., Ste. 200
Overview of Windows	Thursday, May 6	1 day (8:30 - 4:30 pm)	Framingham, MA
Lotus 1-2-3 for Windows	Wednesday, March 10	1 day (8:30 - 4:30 pm)	
Lotus 1-2-3 for Windows	Friday, April 23	1 day (8:30 - 4:30 pm)	
Beginning Lotus 1-2-3	Thursday, March 25	1 day (8:30 - 4:30 pm)	
Beginning Lotus 1-2-3	Friday, May 14	1 day (8:30 - 4:30 pm)	
Beginning Excel 4.0	Tuesday, March 16	1 day (8:30 - 4:30 pm)	
Beginning Excel 4.0	Friday, April 23	1 day (8:30 - 4:30 pm)	
Beginning Excel 4.0	Wednesday, May 19	1 day (8:30 - 4:30 pm)	
Advanced Excel 4.0	Tuesday, April 20	1 day (8:30 - 4:30 pm)	
Windows 3.1	Thursday, March 18	1 day (8:30 - 4:30 pm)	
Windows 3.1	Monday, April 26	1 day (8:30 - 4:30 pm)	
Intermediate Windows 3.1	Monday, March 8	1 day (8:30 - 4:30 pm)	
Intermediate Windows 3.1	Thursday, April 29	1 day (8:30 - 4:30 pm)	
Beginning Paradox 3.0/3.5	Tuesday, March 9	1 day (8:30 - 4:30 pm)	
Intermediate Paradox 3.0/3.5	Tuesday, March 23	1 day (8:30 - 4:30 pm)	
Word for Windows	Monday, March 29	1 day (8:30 - 4:30 pm)	
Word for Windows	Wednesday, April 21	1 day (8:30 - 4:30 pm)	
Beginning WordPerfect 5.1	Tuesday, March 30	1 day (8:30 - 4:30 pm)	
Beginning WordPerfect 5.1	Thursday, April 15	1 day (8:30 - 4:30 pm)	
Intermediate WordPerfect 5.1	Friday, March 26	1 day (8:30 - 4:30 pm)	
Intermediate WordPerfect 5.1	Tuesday, April 20	1 day (8:30 - 4:30 pm)	
Harvard Graphics 3.0	Tuesday, March 23	1 day (8:30 - 4:30 pm)	

***NOTE:** The most requested PC courses and locations have been listed. Other PC courses are available. For more information, call Theo Guest at 508-935-4766 or contact your HR representative. Courses already full have not been listed. IDC and IDG locations are at 5 Speen St., Framingham, MA.*

IDC reorganizes tactical support business unit

The Product Resource Group (PRG), formerly an independent IDC database research and consulting business unit, was integrated last month into IDC's Systems and Software research group.

According to PRG Vice President Vicki Brown, the reorganization will enable IDC and PRG to share resources. "We're creating a model for IDC in which existing analysts and programs will get information benefit as well as profit from PRG's current and future products," she said.

PRG serves a different clientele than the rest of IDC. While IDC typically provides strategic support — market analysis and trends — to the marketing departments of vendor organizations, PRG offers tactical support — product pricing and specifications — to the vendors' sales forces.

IDC

IDC's Product Resource Group members are: (left to right) Dave Warshay, Andy Ware, Vicki Brown, Bill Strapko, Cheryl McMann and Michael Kizilbash.

PRG's lifeblood is its 31 databases, an exhaustive collection of product features and functions. They contain detailed specifications and prices on hundreds of software and hardware products and similar detailed information on the vendors. Over the next year, the existing databases will expand to include additional product categories.

Clients use this information in preparation for sales calls to acquaint themselves with the competition and better position their own products and services.

PRG is particularly strong in software expertise, Brown noted. The staff includes **Cheryl McMann**, manager of the product databases; **Bill Strapko**, senior consultant, and product analysts **Michael Kizilbash**, **Andy Ware** and **Dave Warshay**.

While the Product Resource Group previously focused exclusively on custom consulting, Brown and her team plan to broaden operations to include products that can be sold across a wider spectrum of clients — emulating IDC's successful market research model.

Multi-client studies on hot areas such as workstations and Unix mid-range hardware will be the first products launched.

"These new products will be a source of potentially great growth for IDC," Brown said. "They'll result in net new revenue to IDC and not diminish income from existing IDC services. We don't want to be competitive with any of our other research groups."

Under a new policy since PRG's integration into the Systems and Software group, IDC's 21 vendor salespeople will be responsible for selling PRG's products. Numerous salespeople have already come to her with leads, Brown said, and the enthusiasm to work cooperatively promises a bright future for both the division and IDC.

CW lends name to hoop tourney

Russ Onofrio, director of client services for the CW Database Division and a girls basketball coach at Hopkinton (Mass.) High School for the past 10 years, recently asked *CW* President Gary J. Beach if *CW* could sponsor a tournament the school was holding during school vacation week. *CW's* contribution provided T-shirts and trophies, and the *Computerworld* name was prominently featured throughout the tournament program.

Onofrio was amply rewarded for his organizational efforts and his talent as the varsity's assistant coach, as his team defeated Framingham in the final round, 58 to 38.

COMPUTERWORLD
An IDG Company

Computerworld

Gary Beach and the senior tri-captains from Hopkinton High School model the uniform for the first "Computerworld Basketball Challenge."

MACWORLD Expo

- FROM PAGE 1

Setsuro Tamai for their leadership before and throughout the show."

"The partnership between [the three IDG business units] and the Fuji Sankei group media companies has grown over the last three years," Ushijima said. "We now bring the power of IDG's technology and market expertise and the Fuji Sankei group's media strength in radio, TV, recordings and newspapers to build and grow the market for Apple in Japan."

In a nod to the importance of the Japanese market, which has seen Apple sales reach $500 million, Apple Computer unveiled eight new products at the show — its first worldwide introduction of products outside the U.S.

Two of the new CPUs, driven by 68040 Motorola microprocessors, "continue to demonstrate that Apple is willing to push the envelope of ever higher performance at even lower prices," said Macworld Communications President **Jim Martin.**

Keynote addresses by Apple Chairman/CEO John Sculley, Executive VP/Worldwide Sales and Marketing Ian Diery and Senior VP/Advanced Technology Group David Nagle were simultaneously translated for the crowd. Martin won the audience's favor with a three-paragraph introduction of Ian Diery in Japanese.

The conference program featured 25 sessions and 33 company-sponsored workshops. One of the most popular sessions, Ushijima noted, was the first International QuickTime Movie Festival, organized with the cooperation of Sumeria President **Jerry Borrell.**

This was the first time the IDG team had worked so extensively with Apple to organize multiple events around the conference program, Ushijima said. In addition to the main conference, six other events ran concurrently: the Pacific Market Forum, an Apple Education seminar, an Apple Business seminar and separate events for Japanese developers, U.S. devlopers and Japanese dealers.

Macworld photos

Taking a break from the show are David Case, IMS Japan; David Ushijima; Jim Povec, WEC; Kimberlee Luedee, Macworld GPSC; Jim Martin; Izumi Okamoto, *Macworld Japan* and Christine Wong, Macworld GPSC.

MACWORLD
MACWORLD

***Macworld Japan's* Izumi Okamoto (l) and Mayumi Oyamada**

More than 20,000 people packed the hall each day.

After hours one day, *Macworld Japan*'s staff collaborated with the Macworld Global Product Support Center, based in San Francisco, to host a dinner for U.S. developers who are advertisers with the Macworld Global Network.

According to WEC's Tamai, next year's floor space will increase by 30% to accommodate the growing number of exhibitors.

After the show, Ushijima reminisced about the early days. "Three years ago when [former IDG Japan president] **Jim Povec**, Setsuro Tamai and I were spending our time in endless six-hour meetings, and in the back seats of cabs and trains riding all over Tokyo trying to sell the idea of a successful MACWORLD Expo/Tokyo, we really didn't know how fast it would grow. Now we have nearly 100,000 other believers riding along with us."

As of March 1, IDG Communications Japan, Macworld Communications Japan, IDG World Expo/Japan, IDG IMS Japan and the IDG News Service and *Electronic News* Tokyo bureaus will move from their respective locations to one new expanded facility. All phone and fax numbers will remain unchanged. The new address is:

1-2-27 Fujimi
Chiyoda-ku
Tokyo 102
Japan

Noteworthy!

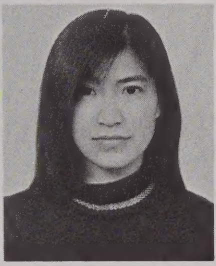
PROMOTIONS

Beynon IDG Australia

David Beynon, former news editor at *Computerworld Australia,* has been promoted to editor of IDG Australia's *Network World,* a monthly slated to debut in April.

"As news editor of *CW Australia,* David has been pivotal in positioning us as the No.1 MIS publication in Australia. His experience, knowledge and skills will guarantee the same results for *Network World,*" said Managing Director Don Kennedy.

A five-year veteran of IDG, Beynon holds a BA in science and technology studies from the University of New South Wales and has an electronics engineering certificate from New South Wales TAFE. Outside the office, he is currently engaged in simultaneous renovations of his bathroom, backyard and Fiat 124.


Huang IDG Taiwan

Sophie Huang has been promoted to sales manager at *PC World Taiwan,* where she will be leading the *PC World* sales team. Huang joined IDG Taiwan in 1989 as an art editor. In 1990, she transferred to sales and the following year was promoted to sales supervisor. In May 1992 she was made deputy sales manager and demonstrated the outstanding management skills that led to her current promotion. Huang graduated from Wen Tzao Foreign Language Junior College and enjoys tennis, basketball and reading.

NEW EMPLOYEES

Tracy Kenny has signed on as an administrative assistant and receptionist for PCW's Central Services Dept. She's a recent graduate of the University of California/Berkeley with a BA in history.

■ ■ ■

IDG Denmark's Conference Group welcomes new conference coordinator **Niels Bentzen,** who has two years experience in the conference management market. Bentzen holds a degree from Copenhagen Business School and also served as an officer in the Danish Army.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week in March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS

Richard Priante - Network World

ELEVEN YEARS

Francisco Zabala - IDG Spain

NINE YEARS

Susanne Schulze - IDG Germany

EIGHT YEARS

Rachel Parker - InfoWorld

SEVEN YEARS

Pia Lundkvist - IDG Danmark

SIX YEARS

Aitor Urraca - IDG Spain
Jürgen Reischl - IDG Germany
András Lévai - IDG Hungary
Jane Lagas - Macworld

FIVE YEARS

Miklos Cocron - IDG Germany

FOUR YEARS

Fatima Ruiz del Olmo - IDG Spain
Cynthia Berger - CW Database Division
Livia Babbitt - CW Database Division
Dee Carvin - CW Database Division
Shelley Aronson - CW Database Division
Carol Hildebrand - Computerworld
Antoinette Kerecsenyi - IDG Germany
Ursula Istavrinos - IDG Germany
Gisela Stächelin - IDG Germany
Lise Thorstensen - IDG Norway

THREE YEARS

Kirsten Bæk - IDG Danmark
Garry Ray - Computerworld
Thomas Wilms - IDG Germany
Scott Danish - PC World
Péter Kincses - IDG Hungary
Sabine Terras - IDG France

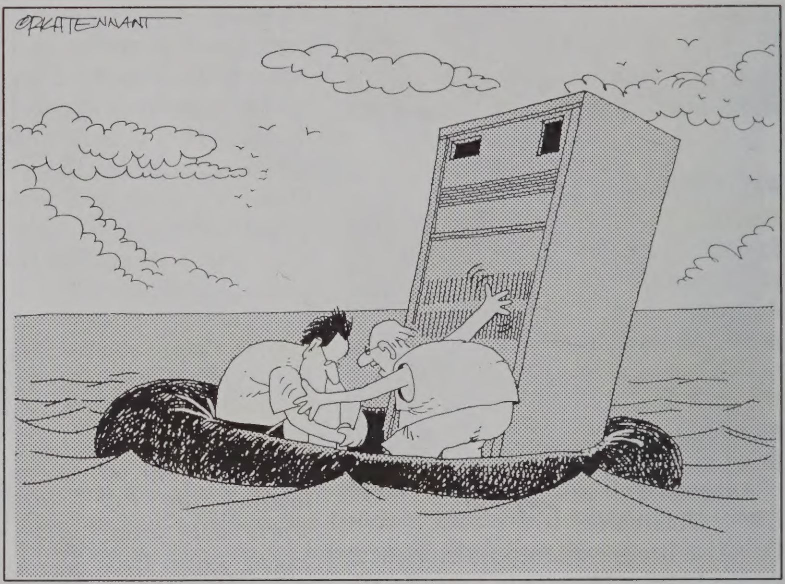
TWO YEARS

Berit Ellegaard - IDG Danmark
Rick Espinoza - Computerworld
Catherine Coughlin - InfoWorld Direct
Kerrin Fuller - InfoWorld Direct
Katrin Klein - IDG Germany
Gabriele Kunstin - IDG Germany
Reinhard Prasse - IDG Germany
Monika Schalwat - IDG Germany
Francesca Davies, PC World
Shohei Nishida - IDG Japan
Agnes Karácsony - IDG Hungary
László Sármány - IDG Hungary
John Sieling - Infotainment World
Miranda Mayes - IDC UK
Christine Le Touche - IDG France
Arne Uppheim - IDG Norway
Dalia Schwartz - Macworld

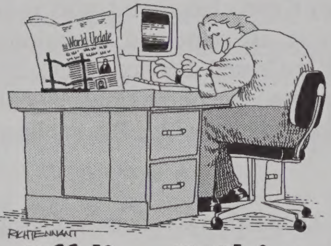
ONE YEAR

Bob Metcalfe - InfoWorld
Jim Casella - InfoWorld
Steve Stamates - InfoWorld
Virginia Daly - Electronic News
Andrea Cavelius - IDG Germany
Jean Criss - PCW World/Lotus
Joe Brandon - IDG Central Services
Rick Reynolds - Publish
Enikö Podlovics - IDG Hungary
Elga Legranzini - IDG Italy
Sandra Harwood - IDC UK
Einar Ryvarden - IDG Norway

Off line



Win Your Own



Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 30. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG World Update

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Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Bob Metcalfe, InfoWorld
Anne Ryder, InfoWorld
Sharon Baker, IDG Internat'l News Group
Cheryl Wafai, CW Middle East
Vicki Brown, IDC
Deborah Butler, IDC
Kimberlee Luedee, Macworld
Ole A. Larsen, IDG Denmark

Publishing Institute spin-offs target expanded audience

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CompuServe deal bolsters PCW Online user base

- PAGE 4

Ask the experts: new column taps IDG expertise

- PAGE 5

IDG World Update

VOLUME 23, NUMBER 10

MARCH 8, 1993

IW's Editorial EXPOsure takes off

Mini-exposition provides interactive forum for staff, readers, vendors to examine new products

InfoWorld has created a new event for vendors to showcase their products for *IW* editors, Test Center staff, industry insiders and a select group of *InfoWorld* readers. Dubbed "Editorial EXPOsure," the half-day session is an enhanced version of the product forums *IW* ran until last April.

After its debut last fall in Santa Clara, Calif., Editorial EXPOsure hit full stride Feb. 16 in Seattle with 250 participants and 34 product demonstrations. The event opened with lunch and a talk by *IW* columnist Cheryl Currid on issues facing IS managers today, followed by a panel discussion moderated by Editor-in-Chief **Stewart Alsop**.

The all-*InfoWorld* panel featured Publisher **Bob Metcalfe**, Executive Editor/Reviews and Testing **Kevin Strehlo**, Columnist Brian Livingston and Seattle Bureau Chief **Stuart Johnson**.

For the next two hours, 25 *InfoWorld* editors and other guests browsed among the product demonstrations, which were conducted in a trade show-style setting. While most of the companies were from the Seattle area, several came from Oregon and Utah.

"We're making an attempt to have *InfoWorld* be more visible in the marketplace," Alsop said. "We created this event to provide a lot of interaction between vendors, readers and *InfoWorld* staff so they could get together and talk and see new products they hadn't seen before."

INFO WORLD
Editorial
EXPOsure

InfoWorld

***InfoWorld* Associate Editor Kyla Carlson chats with two of the 250 attendees at last month's Editorial EXPOsure.**

Marketing Coordination Manager **Joanne Olson** organized EXPOsure along with Marketing Coordinator **Catey**

- SEE PAGE 2

China Network World targets exploding market

IDG Chairman **Pat McGovern** last week announced the launch of *China Network World*, a weekly newspaper aimed at meeting the needs of China's rapidly expanding technology market.

Published in Beijing, *China Network World* debuted early this year as a supplement to *Electronics International*, another IDG publication, and will soon be spun out as a stand-alone publication. *China Network World* serves the Chinese computer networking and telecommunications industries by providing timely, critical information on emerging trends and news from China and abroad.

網絡世界
NETWORK WORLD

"China's technology-related industries are rapidly growing, with the computer networking field growing at 40% last year," McGovern said. "*China Network World* will provide this burgeoning market with the information it needs to make critical decisions both now and in decades to come."

- SEE PAGE 7

IDG expands publishing education program

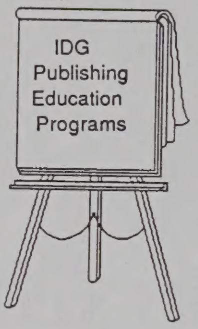
Publishing Institute spin-offs cater to broader employee audience

The overwhelming success of IDG's annual Publishing Institute has spurred an expansion of the company's publishing education programs in the U.S. The new programs are intended to bring the information delivered in the Publishing Institute further into the organization and impart a broader understanding of the entire publishing process among a more diverse group of IDG employees.

While the Publishing Institute draws senior-level participants who must be nominated by their division president for a week of intensive immersion in all the disciplines that comprise a publishing operation, the Management Publishing Institute (MPI) and the Publishing Process Overview (PPO) are intended to attract broader audiences by offering less in-depth examinations of IDG's core activity.

TARGETS MANAGEMENT LEVEL

The Management Publishing Institute was developed in response to requests from business unit presidents and publishers who neeed a scaled down version of the Publishing Institute for their management- and senior-level employees not yet able to attend the Publishing Institute. "MPI will deliver the same type of information as the PI and in a similar format, at a different level of the organization," said **Susan Rogers**, director of HR systems and training, and responsible for developing the new program.



MPI will run for two full days and cover the four key areas of the publishing process: editorial, advertising sales, circulation and production, as well as the importance of business management and leadership skills in the success of a publication.

Instructors will be drawn from inside the company and include experts within the various functions and representatives from the Executive Committee and business unit president/publishers.

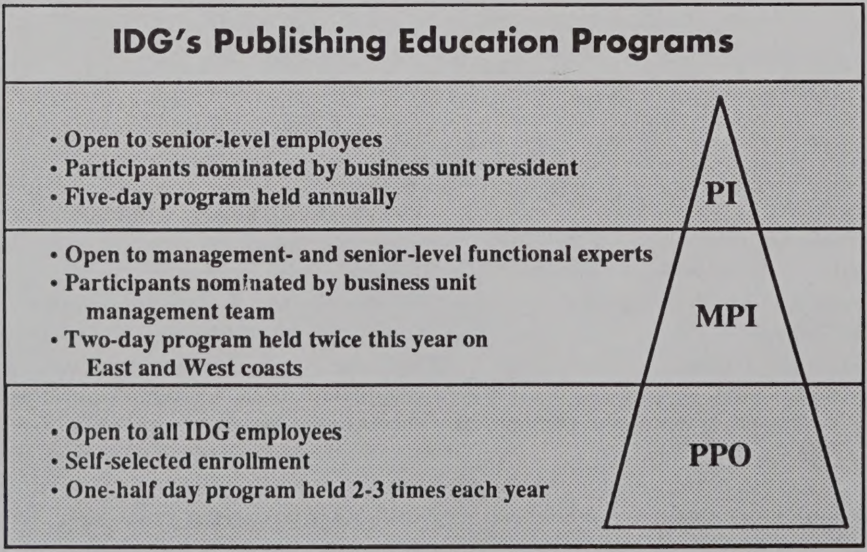
The course will be offered twice this year on both the East and West Coasts, and participants must be nominated by their business unit president. The first MPI will be held on the East Coast April 13-14; a second session is planned for later this spring on the West Coast.

A high degree of employee interest expressed on the annual employee survey drove the development of the Publishing Process Overview. The PPO is being offered through the Collaborative Training Programs and is slated to run two or three times by the end of this year

The program, which is open to all IDG employees on a first-come first-served basis, will introduce or expand upon a general understanding of the publishing process with briefings on the key functional areas, Rogers explained. In-house experts will provide an overview of the circulation, editorial, advertising sales and production functions.

In addition, each component of first PPO, which is scheduled to be held June 3, will be videotaped separately and made available worldwide to any interested employees.

The first sessions of both programs are currently full and have waiting lists, according to Rogers. "The response to these programs demonstrates the interest employees have in understanding the whole business perspective. The breadth of understanding participants gain will allow them to add value to the way they currently perform their jobs," Rogers noted.



IDG's Publishing Education Programs

- **Open to senior-level employees**
- **Participants nominated by business unit president**
- **Five-day program held annually**

- **Open to management- and senior-level functional experts**
- **Participants nominated by business unit management team**
- **Two-day program held twice this year on East and West coasts**

- **Open to all IDG employees**
- **Self-selected enrollment**
- **One-half day program held 2-3 times each year**

EXPOsure

- FROM PAGE 1

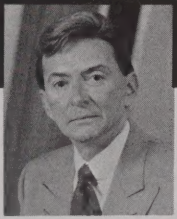
Truman and Marketing Assistant **Steve Stamates**. Olson said the old product forums were set up with just four people, two each from editorial and the InfoWorld Test Center, and individual appointments were made in advance.

"Vendors had gone to great lengths to prepare presentations, yet only a few people got to hear them speak," she said. The new EXPOsure format enables vendors to make the most of their time.

The next event will be held May 11 at the World Trade Center in Boston, and an Atlanta stop may be added later in the year.

On line

ASK WALTER



Q Are there any plans to do a Global Summit-style event in Europe? The ones in the U.S. seem to have been very well received by customers.

A An interesting question in that we have been getting comments and inquiries from many of our European operations requesting that IDG sponsor a similar event in Europe.

We are currently looking at the possibility of doing something along these lines and are considering several alternatives. I'd like to take the opportunity of turning the tables and asking that if anyone out there has any ideas on how best to accomplish this that you send them along to me. They would be greatly appreciated.

We'll keep you posted.

Q It seems that some of the IDG publications outside the U.S. tend to be much thinner than their U.S. counterparts. Does IDG use a different ad/edit ratio standard to gauge the success of a non-U.S. publication? Is there another measure to determine profitability?

A You can be sure we use exactly the same measuring devices for off-shore publications that we use for our domestic publications. Obviously, the ad/edit ratio is different for newspapers and magazines, but basic publication accounting shows that no matter what currency you're working with it comes out the same. The higher the advertising content the more profitable the publication.

It should be noted, however, that there are a few exceptions that prove the rule. In a few of our off-shore countries, there is actually a limit on the amount of advertising that a publication can carry per issue that is dictated by the local government. And if the publication were to exceed this limit it could be fined, loose its special periodical/publication postage rate and/or be closed down.

The other notable exception would be in the case of a start-up. Depending on circumstances, as well as competitive and market conditions, we will quite often approve a substantially higher amount of editorial content for some period of time so that we have an opportunity to demonstrate the quality of the editorial content and to achieve a mininum number of total printed pages that the publisher feels is appropriate for his or her audience.

Q The general perception in my business unit is that the second quarter isn't looking rosy. Is this happening in other business units? Should I be concerned?

A Your general perception is quite correct. The second quarter is not going to be a great one. There seems to have been quite a bit of slippage in the confidence advertisers were showing throughout the first quarter of our fiscal year (October through December). January was, by and large, an O.K. month, but February is looking rather bleak, and many of our U.S. publications are seeing only a slightly better March. On the other hand, the news gets a little brighter for April and May. However, it is certainly best to continue to exercise caution in terms of spending or adding to fixed overheads, as there is still a great deal of uncertainty out in the marketplace.

The reports we have been seeing with great regularity are still saying that advertisers are not ready to make long-term commitments and are basically buying advertising week-by-week or month-by-month. We also understand many of our advertising clients have yet to give final approval to budgets for this calendar year, and we are already into the third month.

It should also be noted that many off-shore IDG business units, including a great many countries in Western Europe and the Far East, are still facing a very serious recession that has shown no signs of lessening. As Bill Murphy pointed out some months ago, we are definitely experiencing some growth, but it will be slow and we should not expect a boom to follow this recession.

In answer to the last part of your question: yes, you should continue to be concerned about spending or making major commitments in terms of expansion of your business unit until the signs are much stronger and we see real evidence of customer spending at a somewhat higher level than is evident at the present time.

Q Do you have any thoughts on Ziff-Davis' potential move to consolidate operations in Utah or Colorado? Wouldn't it seem to work in IDG's favor to have ZD withdraw its presence from both coasts?

A The last we've seen was a press announcement stating that Ziff-Davis had definitely decided on making the move to Colorado in the not too distant future. It does indeed seem strange that a major publishing company that is highly centralized would consider making such a costly move that will involve vast numbers of people, equipment, etc. to a region when there are comparatively few clients for their publications. As we all know, most of the IT clients are situated on either the East or West Coast.

One wag conjectured that this will be a great way for Ziff-Davis to clean house as it is a pretty safe bet that many New Yorkers will not want to move to Denver. Such a move is even more complicated these days with so many two-career families, and it would seem unlikely that very many spouses would be able to duplicate opportunities they might currently have in the New York area. Another person suggested that perhaps several members of top management at Z-D are avid skiers and want to get closer to the action. At any rate, it will certainly be worthwhile watching.

PCW Online turns 1, teams with CompuServe

PC World

With Jim Moody (left) and Bundy Chanock at the helm, PC World Online became profitable after just four months of operation.

As PC World Online celebrates its first anniversary this month, the popular on-line service continues to build on 12 months of steady growth and success.

"Everyone at *PC World* is happy with PC World Online's first year progress," said PCW President **Pat Kenealy**. "In only one year, [Director/System Operator] **Jim Moody** and [Manager/Online Services] **Bundy Chanock** surveyed prospective customers, created a business plan to serve them, and achieved that plan and made a profit in their first year of operations. That's a rarity in today's computer market, but Jim and Bundy worked like fanatics for a year and created a great product."

NEW DEAL WITH COMPUSERVE

In a move that will boost its subscriber base exponentially, *PC World* signed an agreement with CompuServe last week to make PCW Online available to CompuServe's 1.3 million subscribers around the world. PCW On Line continues to be available on America On Line (AOL), which has carried the service since its introduction last year. AOL has about 220,000 paid subscribers in North America.

According to Moody, making *PC World*'s text available internationally on CompuServe should prove helpful to *PC Worlds* around the globe. Currently, *PCW* sends text to its sister publications via MCI mail, but since there is no forum, only people with MCI accounts can view the material on line. With CompuServe, a public forum, more people will have access. "They'll be able to hook up to the CompuServe international connect with just a local call," Moody said. "The modern software we're using makes the length of time spent on-line cost effective."

PC World managers and editors will have a chance to further discuss PC World Online's development at the Asian and European PC World product line meetings this spring.

Moody and Chanock have 12 years of experience with bulletin board systems between them and freely admit to "living and breathing BBSs16 hours a day." Each operates as "sysop" for his own BBS during off hours.

Both men are quick to preach the benefits of *PC World* tapping into the wave of the future. "There are 19 million people who use public BBSs in the U.S. alone—it's a hidden society," Chanock said. "On-line communication is growing faster than people can keep up with it," Moody added. "We [at *PC World*] need to be there."

One of the keys to PCW Online's success is how it fits into today's mindset. "A lot of people want immediate gratification, and PCW Online gives them the opportunity to download information they want, when they want it," Chanock said.

ONLINE OPTIONS

Users can tap into a wide range of services. These include the following :

Searchable Archives. Users can reference the complete text of the current month's issue and use key words to access *PC World* articles dating back to 1987 — soon to be extended to 1983.

Software library. All freeware and shareware reviewed in *PC World* is listed by the month and year in which it appeared and can be downloaded, along with other shareware that might not have made it to the review pages. These can include Windows games, fonts, and multimedia files. Users also have the option of going into the searchable file database and look for specific files by name and keyword.

Test drives. Users can also download trial versions of software featured in a special *PC World* ad each month. Users can either call an 800 number to get more information or have the trial disk sent to them, or they can download the demo disk from PC World Online.

Resource Library. Users can order *PCW* subscriptions, renew current ones or resolve any subscription problems. Through BugWatch, monitored by Assistant Editor **Christina Wood**, users can get help with any PC product problems. Consumer Watch, monitored by Associate Editor **Roberta Furger**, tackles company complaints and service-oriented difficulties.

Message Center. Each of *PCW*'s major departments have an on-line folder, and users and editors correspond about a variety of topics.

Online Exclusive. This 10-part section is exclusive to PCW Online and not found in the magazine. Among the features are selected IT industry news stories from the IDG News Service on a delayed basis, press releases from *PCW* advertisers that help leverage *PCW*'s sales and marketing functions, and announcements about upcoming PCW On Line features.

The weekly "Inside Track" unites four or five PCW staff members and outside consultants on a rotating basis with potentially hundreds of users to participate in real-time exchanges. Topics include brainstorming story ideas, critiquing past

- SEE PAGE 7

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, March 8, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.*

MARKETING MANAGER (IDC)

The individual in this position will be responsible for writing press releases, maintaining press contact lists and initiating press contacts, as well as generating opportunities for analyst articles and special projects with publications. This person will also act as the key contact for in-coming press requests, and build and maintain key prospect lists for each program. Additional responsibilities will include designing, writing, and managing production of marketing materials.

TELEMARKETING REPRESENTATIVE (IDC)

Primary responsibilities for this position will include qualifying leads, generating interest, setting appointments for outside sales reps and closing business. Additional responsibilities include telemarketing special studies and developing weekly mailers of IDC services to target base. One to three years experience in the computer industry, telemarketing experience a plus, and a proven track record in telemarketing sales required. Macintosh FileMaker Pro skills are highly desired. This position is located in the Irvine, CA office.

MANAGEMENT ASSOCIATE (PC WORLD)

During this 10-12 month training assignment, the individual in this position will report to the President of PC World. Responsibilities will vary and may include: analyzing the level of financial commitment, operational resources, product content and marketing strategies required to develop new publishing-related ventures. Additional responsibilities will encompass conducting analyses of existing competitor publications, researching industry, market, and other magazine publishing topics, as well as assisting department heads with other projects as assigned. The ideal candidate will have a strong record of undergraduate academic accomplishment (or similar work experience), demonstrated extracurricular leadership, and key involvement in publishing-related projects. Solid quantitative, communications, and computer skills required. At the close of the program, the individual in this position will be placed in competition for line positions at PC World or other IDG Publications.

RECEPTIONIST/ADMINISTRATIVE SUPPORT (INFOTAINMENT WORLD)

Primary responsibilities for this position will be to greet visitors, direct telephone calls and provide general administrative support. The person in this position will also assist the Sales Department with monthly reports, sales transmittals, maintenance of client files, update inquiry reports and organize mailings. At least one year office experience and word processing using a Macintosh. This position requires excellent organizational and communication skills.

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	**ISG**	Information Strategies Group	Vienna, VA
BCP	Business Computer Publishing	Peterborough, NH	**IW**	InfoWorld Publishing Corp.	San Mateo, CA
IFWD	Infoworld Direct	Boston, MA	**LPC/PCW**	Lotus Publishing Corporation	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MPC**	MPC World Magazine	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**NWW**	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	**PCW**	PC World	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDG	International Data Group	Framingham, MA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG/B	IDG Books	San Mateo, CA	**TIS**	Tech. Investment Strategies Co.	Framingham, MA
IDG/P	IDG Peterborough, NH	Peterborough, NH	**TMG**	Tech Media Group	Peterborough, NH
IFTW	*Infotainment World*	San Mateo, CA	**WEC**	World Expo Corporation	Framingham, MA
IMI	Integrated Media, Inc.	San Francisco, CA			

Job Opportunities

Revised: March 8, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	S. Perry	(508)935-4407
IDG/LS	Administrative Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)875-6400
WEC	Graphic Designer	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	G. Bond	(617)422-8035
CIO	Sales Assistant	Fairfield, NJ	M. Masters	(201)227-1140
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
A+	Listings Editor	*Cable In Classroom*, Cambridge, MA	G. Lodge	(603)924-0392
TMP	Circulation Coordinator	Peterborough, NH	G. Lodge	(603)924-0392
IDC/G	Research Director	Vienna, VA	E. Ouellette	(508)935-4605
IDC	Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Program Manager Network Support & Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr. Sys. Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4361
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Admin. Assistant	Rochelle Park, NJ	N. Tamburrino	(201)587-0090
IW	Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	VP of Sales	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.l	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Team Ldr / Assoc. Reviews Ed.	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Receptionist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Management Associate	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Production Manager	*PCWorld*, San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Western Advertising Director	*PCWorld*, San Francisco, CA	B. Theobald	(415)978-3377
PCW	Senior Editor, News	*PC World*, Texas	R. Glitman	(415)978-3195
MAC	Executive Sales Assistant	*Macworld*, San Francisco, CA	S. Dolan	(415)978-3159
MAC	Ass't. Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
IFTW	Receptionist/Admin. Support	*Infotainment World*, San Mateo, CA	J. Smith	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	VP Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor	*Infotainment World*, San Mateo, CA	L. McDermott	(415)349-4300

Ask the experts

Q How do you determine the half-life of a direct mail campaign?

A Since I was never very good at physics, this question scares me a little. If I understand correctly, you want to know how to forecast the outcome of a direct mail campaign before you mail or shortly after you mail based on partial results.

The answer is simple: conduct a test, take into account all variables and carefully track the results — daily. Then, when you roll out, if your mail conditions are the same, you can determine in advance the amount of gross and net responses you can expect and when they will arrive.

The key here is knowing all the variables. The results of any direct mail campaign will vary depending on when you mail, what you mail, to whom you mail, where you mail to and how you mail. It could be first class or bulk, domestic or international, dropped from the West Coast, East Coast or somewhere in between. You could have one entry point or several. It could drop all in one day or over a period of several days. Your returns could be business reply or courtesy reply. You could be using highly responsive lists or marginal lists, a control package and a test package, or several test packages. All of these factors and more will have an impact on your results.

In my experience, it is rarely necessary to track results for more than 10 or 12 weeks after the mailing drops. A typical new business mailing for *Network World*, U.S. only, third-class mail, BMC drop with business reply, will track something like this:

Week	Total gross response
1	13.6%
2	33.3%
3	22%
4	9%
5	6%
6	3.8%
7	3.2%
8	2.9%
9	2.6%
10	2%
11	1.6%

As you can see, most of the responses come in during weeks 2 and 3. After that, it drops off dramatically. However, because I have tracked my results, I know that I should receive close to half of my responses in by the end of week 2. To get the same amount again, will take another six weeks, or three times as long. I also know my mailing peaked on the first day of week 3. That was my heaviest mail day and when I went over the halfway mark.

Again, results will vary greatly depending on many factors. As with anything in circulation direct response marketing, planning, testing and careful tracking are critical.

- Deborah Winders,
vice president /circulation,
Network World

A To answer this question, I must quote direct mail genius Dick Benson: "To predict final results from a promotion, you can assume you will always receive as many more orders [spread over subsequent weeks] as you've received in the past week. This projection will generally be valid beginning with the second week's orders and continuing thereafter."

I would add that ZIP+4 automation of the U.S. Postal Service has resulted in first class returns coming in faster than ever; if you haven't met 75% of your forecasted response by the close of week two, then you're probably in trouble.

- Heather Martin Maier, senior VP/circulation, marketing and research, PC World

If you have a question you would like to see addressed in this column, please submit it by phone or fax. We will track down the appropriate in-house experts to provide an answer.

Calendar 1 2 3

MARCH 10
IDC Briefing Session
Hynes Convention Center
Boston, Mass.

MARCH 10-12
PC World/PC Windows
Metro Toronto Convention Center
Toronto, Canada

MARCH 19-20
South American Managers Meeting
Miami, Fla.

MARCH 26-28
IDG Long Range Planning Meeting
Babson College
Wellesley, Mass.

MARCH 31-APRIL 3
Windows World/Milan
Spazio Milano Norde
Milan, Italy

APRIL 5-7
PC World Expo/Stockholm
Stockholm International Fairs
Stockholm, Sweden

APRIL 22-23
Images & Tools '93
(An electronic art and design conference by Sumeria, Inc.)
Mark Hopkins Inter-continental Hotel
San Francisco, Calif

MAY 4-6
LotusWorld Conference and Exposition
Hynes Convention Center
Boston, Mass.

Noteworthy !

NEW EMPLOYEES

David Snyder has joined IDC Government as a research analyst in the Feds group where he will work to provide vendors with information regarding government IT buying habits. Prior to joining IDG, Snyder was a divisional staff accountant at CACI, Inc. , in Ballston, Va., where he managed all accounting and financial matters for several profit centers. He holds a BBA in business administration from the College of William and Mary and an MBA in information systems from American University. Outside the office, Snyder enjoys running, weight lifting, cycling and tennis.

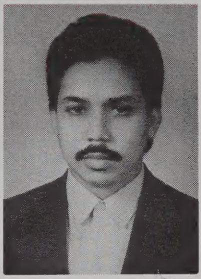
■ ■ ■

Braithwaite IDC/G

Arlene Braithwaite is the new marketing specialist at *Federal Computer Week* responsible for advertising sales for *FCW*'s card decks and Product Showcase and Fedmart. Prior to joining IDG, Braithwaite was an account executive at Patuxent Publishing Co. She holds a BA in communications from the School of Visual Arts in New York and outside the office enjoys photography, reading and spending time with her 4-year-old daughter.

■ ■ ■

Melanie Barber has signed on as exhibition coordinator for IDG Australia's Expo Division. Her responsibilities include selling exhibition floor space, managing the floor plan and assisting exhibitors with show promotion. Before joining IDG she managed a theatre restaurant. Barber studied piano and harp at the Conservatorium of Music High School and outside the office enjoys reading, metaphysical conversations and friends.



Gonsalves LINK

LINK Resources welcomes mail room clerk **Felix Gonsalves**, who's handling mail distribution, fax transmission and copy center duties. Gonsalves is finishing his BA degree in business at Baruch College in New York and enjoys weight lifting and basketball in his spare time.

Also at LINK, receptionist **Loretta Bernini** has been busy welcoming callers. Formerly a secretary at the New School of Social Research, she enjoys physical fitness and attending the ballet and theatre in her spare time.

■ ■ ■

Titus World Update

The new director of marketing for the Marketing Services Division is **Greg Titus**, most recently manager of U.S. advertising and public relations at Bull Worldwide Information Systems, Inc. He holds a BBA in marketing and art from the University of Massachusetts/Amherst and is working toward an MBA at Bentley College. Outside the office, he counts skiing, golf and travel among his interests.

■ ■ ■

SunWorld's Advanced Systems Test Center welcomes **James Armstrong, Jr**. as technical editor. Armstrong will have overall responsibility for the test center: testing products, writing reviews and maintaining the network. Most recently he was a senior software engineer at Highland Software and also served as a contributing editor to *SunWorld*. Armstrong has a BS in computer programming science from Duke University and makes time for basketball and nature photography.

■ ■ ■

Diane Hacker is organizing the mailroom and handling various mail duties as the office services coordinator for PCW Central Services. Prior to joining IDG, she conducted interviews while on temporary assignment at Merrill Research. Hacker enjoys dancing and is looking forward to taking up skydiving.

■ ■ ■

Migell World Update

Jacqueline Migell is working with the IDG International News Group and PCW/Lotus as a circulation manager. She's responsible for all circulation activity for the existing three Lotus newsletters and will be assisting Lotus Newsletter Publisher Craig Pierce in analyzing the potential for new launches. Most recently, Migell was newsletter marketing director for Productivity, a company that provides products and services to managers in the manufacturing industry. She has a BA in political science from Northeastern University and an MBA from Indiana University. Outside the office, Migell enjoys creative writing and decorative rubber stamping.

■ ■ ■

Infotainment World welcomes **Marcia Newlin** as a subscription promotion specialist. She'll be testing and analyzing circ promotions for *SWATPro*, *GamePro* and *SegaVisions* magazines, implementing new creative packages and supervising freelance and inhouse assistants. Before joining IDG, Newlin was western regional manger for Kemco Publisher Services.She has a BS in social sciences and an MBA from California Polytechnic State University/San Luis Obispo and takes time for hiking, reading and collecting antiques.

■ ■ ■

Rhona Hamilton joins *Macworld* as marketing coordinator, where she will assist in editorial promotion and sales development. She holds a BA in journalism from California State University/Fresno and participates in various community service programs and fundraisers in her spare time.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week in March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Tom Monahan - Computerworld

FOURTEEN YEARS
Walter Schönberger - IDG Germany

ELEVEN YEARS
Fred LoSapio - Computerworld

NINE YEARS
Christina Spence - IDG Central Services

SEVEN YEARS
Jennifer Smith - PC World/Lotus
Shelagh Avins - IDG Australia
Christine Cavelle - IDG France

SIX YEARS
James Daly - Computerworld

FOUR YEARS
Carol George - CW Database Division
Ellis Booker - Computerworld
Florence Delay - IDG France
Evilee Thibeault - Network World

THREE YEARS
Carlos de la Iglesia - IDG Spain
Kathy Poppenhagen - Publish
Melissa Riofrio - PC World
Andrew Ware - IDC
David Warshay - IDC
Alessandro Degli Occhi - IDG Italy

TWO YEARS
Heidi Schuberthan - Computerworld
Daniel Gifford - CW Database Division
Christopher Whelan - IDC
Brunello Bossi - IDG Italy

ONE YEAR
Heidi Anderson - IDG Central Services
Teresa Lin - Asia CW Hong Kong
Jimmy Yu - Asia CW Singapore
Karen Gowe - IDC
Jane Stanhope - IDC
Elizabeth McPherson - IDC
John Blair - IDC Australia
Allen Grome - IDG HQ

Chairman's achievers

Marco Bertolotti
Sales Agent, IDG Italy

Marco Bertolotti's negotating skills recently enabled IDG Italy to become the first publishing company in Italy to secure a European-wide advertising campaign from an Italian firm. Bertolotti worked with Decision System, a subsidiary of Olivetti Group, and its agency to win the contract despite heavy competition from VNU, CEO and Ziff-Davis. The advertising campaign will appear in most of the *Computerworld* publications in Europe, said IDG Managing Director Brunello Bossi.

"This achievement benefits IDG both in terms of company and magazine image and in terms of cash benefits," Bossi said. "The value of the contract, which for now covers three months but will continue in following quarters, is in the range of 200 million lire (approximately US$126,000), and we forecast that will more than double at the end of the customer's campaign."

China

- FROM PAGE 1

China Network World is the result of a joint venture between IDG and the Electronics Technology Information Research Institute, a division of China's Ministry of Machinery and Electronics Industry. IDG and the Ministry have held a partnership for more than 12 years, beginning with the establishment of *China Computerworld* in 1980, through which McGovern became the first American to form a joint venture in China.

"*China Network World* comes to China during a time when the Chinese government is making a heavy investment in its electronics and communications industries as part of its effort to strengthen the economy," said **Hugo Hsiung**, IDG's director of Asia Business Development. "One of the key areas to be developed is computer networking and communications, and *China Network World* will provide the industry with the information it needs to grow."

According to Hsiung, the Chinese government is investing close to $123 billion this year in fixed assets as part of its five-year plan for high-tech industrial development and growth.

China Network World's publisher, **Song Xian**, reports that the initial issues of the newsweekly will average 32 pages, divided almost equally between editorial and advertisements, with a circulation of 50,000 copies.

PCW

- FROM PAGE 4

articles and getting help with recalcitrant programs.

Among the other choices in the section is a user group forum, reviews of the hottest shareware by *Shareware* publisher Mike Callahan, a 13-part cyberspace story and a search function that allows users to browse the entire Exclusive section by keyword.

PCW is also organzing on-line focus groups for advertisers who want to gauge consumer reaction to their products. Moody said the sales department has found the focus group option to be a big advantage in their relationship with customers.

As for the future, Moody says the mission is "to grow the service and innovate. Some people get into a rut on line, and their BBS gets boring. We're continually adding items that are exclusive to PC World Online and not available in the magazine."

"Our goal is to show that PC World Online is a benefit not just for subscribers, but for *PC World* as a whole — a product that can enhance other function areas," Moody said.

Do-er's profile

Pilar Tejero

- **HOME:** Madrid, Spain

•PROFESSION: Advertising manager for *Computerworld España*

- **JOINED IDG:** February 1990

- **BEST PART OF YOUR JOB?** What I like most is the public relations, and this work is very stimulating.

- **LATEST ACCOMPLISHMENT:** My promotion to advertising manager.

- **MOST CHALLENGING PART OF YOUR JOB:** To be the best.

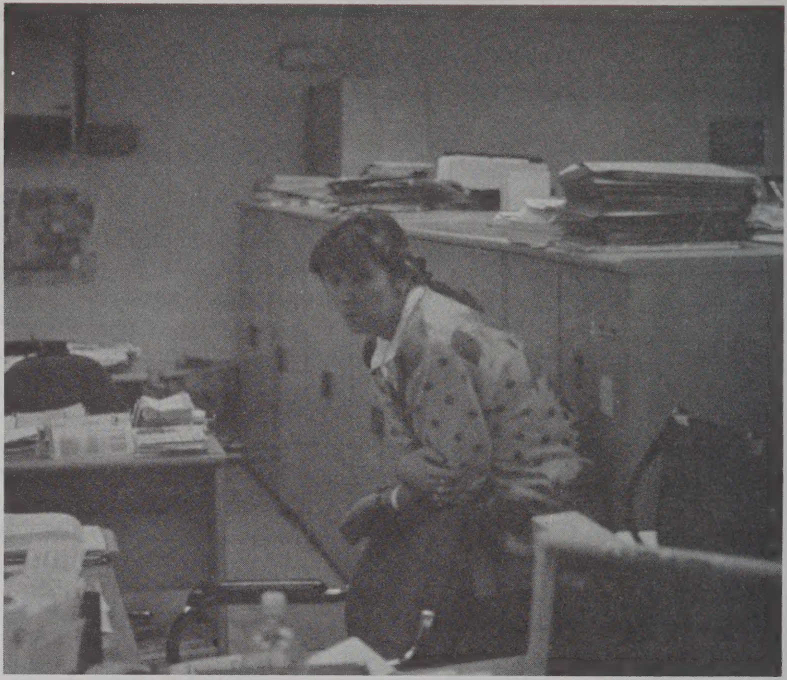
- **INTERESTS OUTSIDE THE OFFICE:** My family and friends

- **FAVORITE VACATION DESTINATION:** Anywhere with a beach, because I love swimming.

- **DREAM VACATION:** New York or Boston, because I think the U.S. is a wonderful country and completely different from Europe.

- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD:** Speak several languages well.

SOMETHING YOU DO BUT WISH YOU DIDN'T: Smoke.



IDG Spain

- **IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO?** Travel around the world.

- **IF YOU COULD WORK IN ANOTHER PROFESSION TOMORROW, YOU WOULD:** Manage public relations for a well-known brand or product.

- **FAVORITE POSSESSION:** My house.

- **THREE ITEMS YOU'D BUY ON A LIMITLESS SPENDING SPREE:** Clothes, jewelry and presents.

- **MANAGER'S PROFILE:** "Pilar is a very dynamic person and very keen on her job. She has important ambitions and she thoroughly enjoys managing her team in selling." —José Maria Lainez, marketing manager, *CW España*

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for their contributions to this week's issue:

Joanne Olson, InfoWorld
Debbie Winders, Network World
Heather Martin Maier, PC World
Susan Rogers, IDG HR
Hugo Hsiung, IDG HQ
John Goddard, PC World

IDG Norway finds keeping close to customer pays off
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On line: News Group President Dave Hill takes a turn
- PAGE 3

IDG News Service offers publications a competitive edge
- PAGE 4

IDG World Update

VOLUME 23, NUMBER 11

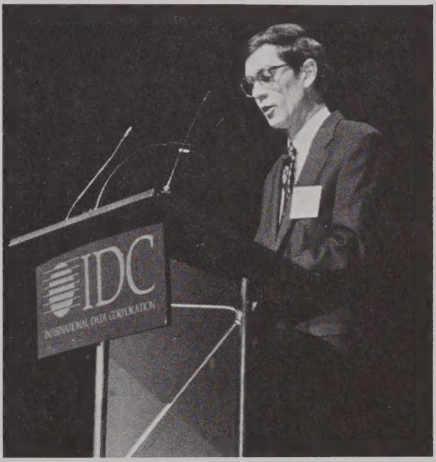
MARCH 15, 1993

IDC Briefings stress market recovery, redistribution

Building on the successful conference track program introduced last March, IDC's 28th annual Computer Industry Briefing Sessions drew a total of 1,800 registrants to Santa Clara, Calif., on March 3 and Boston on March 10.

Capacity crowds at hotels in 1992 led IDC planners to book convention centers this year to better accommodate attendees. The sessions weremanaged by IDC's marketing staff members **Maryanne Sinville, Debra Brown** and **Kathy Collins.**

"The Directions '93 conference was the best in IDC's history," said IDC President **Kirk Campbell.** "The briefing session is clearly perceived to be a 'must attend' event for IT professionals on the West and East Coasts. This year we showcased the depth of IDC's analyst talent with 24 IDC speakers."


World Update

Kirk Campbell delivers the opening remarks at last week's IDC Briefing Session at the Hynes Convention Center in Boston.

In his opening remarks, Campbell previewed the two words that echoed through the sessions: recovery and redistribution. In 1992, for the first time in a decade, the U.S. IT market grew faster than the Western Europe or Japan markets as measured in local currencies. In terms of revenue redistribution, there is a clear trend toward the most flexible vendors in every market segment. While traditional systems vendors such as DEC, IBM, Unisys and Wang grew only 2% in 1992, the remaining publicly traded IT companies (including system vendors like Sun Microsystems and a wide range of software companies, resellers and services companies) grew 18% on average.

The general sessions covered industry restructuring, IT spending and "computer industry wars": a look at how the market will cope with the confluence of new hardware, operating systems, applications and client/server computing. IDC

- SEE PAGE 2

PC World Panama serves growing market

The first publication to serve Panama's PC market, *PC World Panama*, made its debut in January, bringing the number of IDG publications serving readers in Latin America to 23.

PC WORLD
PANAMA
Hubs
El fin de las incompatibilidades en Redes
TEMAS
NUEVOS PRODUCTOS
NUEVAS TECNOLOGIAS
ANALISIS DE EQUIPOS
MACWORLD
COMUNICACIONES WORLD
GUIA DEL USUARIO

"There are a growing number of PC users and suppliers in Panama who need PC product news, product performance tests and technology trends," said IDG Chairman **Pat McGovern.** "IDG is delighted to be in Panama during this time of rapid market growth."

PC World Panama will begin regular monthly publication starting in April. It is produced in Panama City under a license agreement with Edicomputo S.A., a new division of leading Panamanian trade show producer.

The initiative for starting *PC World Panama* began with IDG's licensee **Rafael Roldan,** who publishes *PC World Ecuador*. Roldan also produces IT shows throughout Latin America, and he learned

- SEE PAGE 2

IDC

- FROM PAGE 1

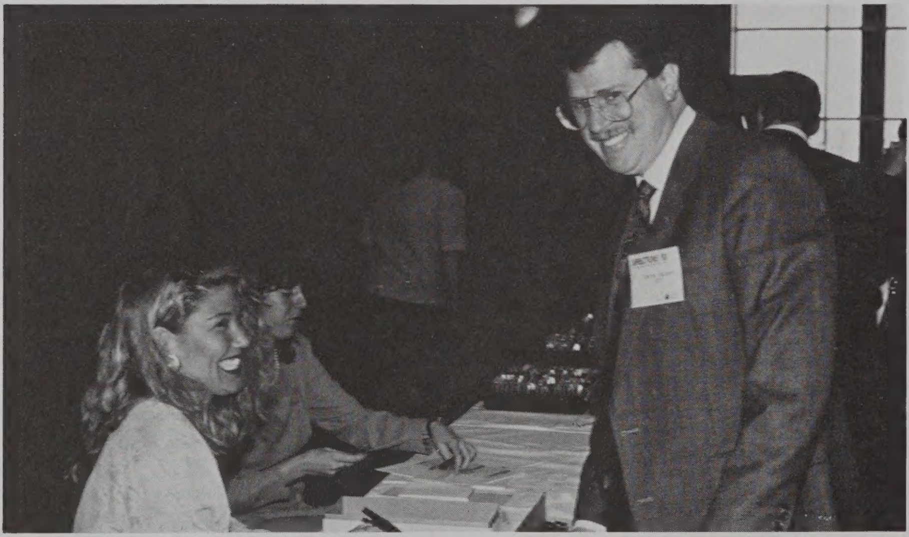
senior vice presidents **David Moschella, David Vellante** and **John Gantz**, respectively, delivered the presentations.

The specialized technology sessions covered networking, personal systems, rightsizing the enterprise, midrange issues and a new track on global markets.

Directions '93 served as another example of IDC/IDG cooperation, as the Marketing Services Division provided support for the multimedia presentations during the general sessions, and key MSD and IDG Communications clients were invited to attend.

Mary Musgrove and Debra Brown (left) sign in one of the 900 registered attendees.

David Rines and Rosemary Trettel of IDC's communications group await the morning session.



World Update photos

IDC's Deborah Butler and Carey Azzara at the registration table.

Panama

- FROM PAGE 1

from contacts in Panama that the market was due for a PC publication. Initially, *PC World Panama* will contain some copy from its sister publication in Ecuador, steadily adding more local information.

PC World Panama's director, **Guillermo Ronderos**, said the publication has a paid circulation of 3,000 and will average 90 pages per issue with an estimated 28 pages of ads.

IDG Norway puts corporate values to work

IDG Norway's relationship with one of the country's most successful start-up ventures demonstrates how adhering to IDG's corporate values can benefit both business unit and client. In this instance, "keeping close to the customer" and "producing products of the highest quality" have yielded not only revenue but a sense of pride and patriotism.

The client, SuperOffice Corp., founded by Une Amundsen, has done what few in Norway can claim: developed a new IT product and brought it to the international market.

The software, also called SuperOffice, is an innovative line of contact management and sales force automation software that is No. 1 in this fast-growing market segment. It is the first software of its kind to allow Macintosh and PC/Windows users to share the same data file on a common network, without any need for conversions.

Introduced in Norway in 1989, SuperOffice is now available in five languages — Norwegian, English, German, Danish and Swedish — and was formally introduced to the U.S. market at MACWORLD Expo/Boston '91. More than 11,000 copies of the software have been sold worldwide.

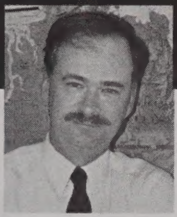
EDITORIAL BALANCE

IDG Norway has reported on Amundsen's business interests since the mid-1980s beginning with his opening the first Apple dealership in Norway and later branching out to IBM products and SuperOffice. Throughout this time, IDG Norway General Manager **Morten Hansen** said his staff "followed every development editorially, without any other consideration but providing editorial balance. Articles have at times been critical, and not always as Mr. Amundsen would like, to put it nicely."

Hansen's commitment to tough but fair standards have paid off. While

- SEE PAGE 7

On line



David Hill, president of the IDG International News Group, takes a turn as guest columnist. His responsibilities include overseeing the IDG News Service and negotiating license agreements.

Q In how many countries does IDG have license agreements today, and why those countries?

A We have license agreements in approximately 25 countries, mostly smaller markets. About 21 of them are pure licenses. The rest are joint venture companies. In the case of a joint venture where IDG does not own 100 %, the joint venture company enters into a license with IDG to publish IDG titles.

We have licenses in these particular countries because they were all there was left when I took over licensing responsibilities! Seriously, though, IDG had established subsidiaries in every major market on the planet. In the remaining smaller and emerging markets local expertise was and is more critical than the level of investment. It has made more sense for IDG to contribute its expertise, local partners contribute theirs and IDG takes its rewards in the form of royalties.

Q You have a reputation for traveling an incredible amount. Just how much do you travel?

A Not as much as people think I do. And not nearly as much as Pat [McGovern]! The licensing work takes me to some of the more exotic markets of the world. My photo then appears in *IDG World Update* shaking hands over a new license there, and people think I spend my whole life in the far corners of the earth. Actually I can say in all honesty that these new and emerging markets are much more interesting places to me than the more established markets. In some of the older markets life is a battle over fractions of a percentage point in market share. In the emerging markets things are wide open and the opportunities are endless.

Q What are the guidelines for an IDG licensee publishing local books that are actually compilations of articles from IDG publications? Would IDG Books have anything to do with such a project?

A An IDG licensee normally has access to all of IDG's editorial content for use in whatever products make sense in that market. If customers want that information in the form of a book rather than a magazine, then that is how we should do it. This is covered under our standard license and does not require anything special. IDG Books would only be involved if a licensee were interested in publishing or distributing books already produced by IDG Books.

Q Through the IDG News Service, IDG publications overseas gain a significant amount of information on IT developments in the U.S. What do the U.S. publications gain from the News Service?

A In the past year we have made a major push to make the IDG News Service more valuable to the U.S. publications in two ways. First we have beefed up the News Service staff of correspondents around the world who are available to all IDG publications. U.S. publications have been making regular use of them to obtain coverage of non-U.S. issues. Second, News Service staff members have begun covering the U.S. market on behalf of all IDG publications. One goal is to provide "pool" coverage of shows, press conferences and other events so that every one of the U.S. publications does not have to send staff to the event. They can instead take our story and customize it to meet the needs of their individual audience.

Judging from the string of News Service stories that have ended up on the front page of U.S. publications in recent weeks, I would say that News Service Editorial Director Rob Garretson and his staff are succeeding!

Q IDG's global reach seems to be one clear advantage the company has over its publishing competitors. What is IDG's corporate strategy to leverage that collective asset?

A IDG's global reach is indeed an advantage that no other company on earth can come close to matching. We leverage it in a myriad of ways, through International Marketing Services, the IDG News Service, Product Line Meetings, the Test Cooperative, training programs and management meetings. In simplest terms, though, IDG leverages its global reach by selling our customers global solutions. When a customer comes to us seeking help we can say, "Anywhere on earth you want to market your IT products and services, we can help you — with research, shows, editorial coverage, advertising opportunities and total market expertise."

Q Various IDG publications have been exploring electronic distribution. Has any thought been given to a centralized effort at this by the News Service to leverage IDG's worldwide information base?

A The News Service has been experimenting in a couple of areas with electronic information distribution, but this is not a function we could centralize for all of IDG. We could not possibly know what the customers in every market would want in the way of an electronic product. We think the role of the News Service should be to supply the largest possible level of electronic information resources to IDG business units around the world. Those business units, staffed by experts on the local markets, can then produce the actual products and services their local customers want.

Spotlight

Daily news wire extends editorial reach, provides cost-effective, competitive advantage

News Service keeps publications in touch with world

From its humble beginnings almost a decade ago as a weekly one-way fax service providing overseas offices with photocopied page proofs of U.S. *Computerworld*, the IDG News Service has grown into a daily, on-line distributor of IT news representing all the world's major IT markets.

Each week, an average of 165 stories, generated by participating IDG publications worldwide and an international network of News Service correspondents, arrive electronically in the newsrooms of all IDG offices hooked into the GE BusinessTalk system. Collectively, these stories represent the most exhaustive compilation of daily global IT information currently available from any source.

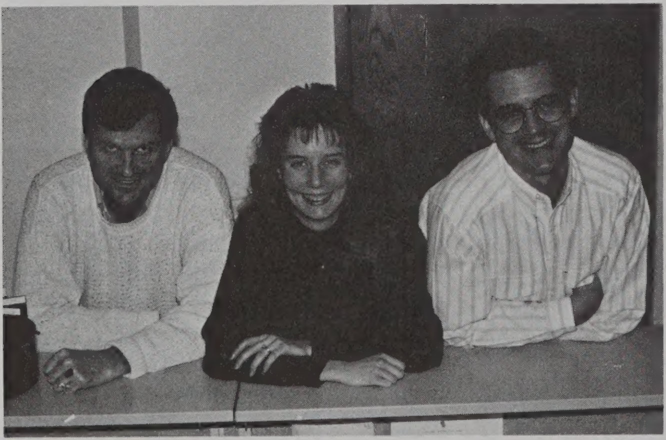
In the highly decentralized family of IDG companies, the News Service exists as a unique cooperative venture, providing a cost-effective competitive advantage to IDG publications striving to keep readers up to date on the worldwide IT market.

"The News Service gives us a leg up against the competition, which doesn't have the international linkage we do. Because vendors are beginning to announce new products in Europe and Japan before the U.S., we've been able to get advance warning about announcements — much to the surprise of some local vendors," says *InfoWorld* Executive Editor **Robert Jones.**

"Corner someone from a non-IDG technology publication in Hong Kong and ask him why it's so difficult to compete with *Computerworld*, and chances are the first thing he'll mention is the IDG News Service," says *CW Hong Kong* Editor **Don Tennant**. "We have a solid reputation for beating the pack with timely, well-informed coverage, and for stories that originate outside of Hong Kong, that's directly attributable to the News Service."

HOW IT WORKS

All IDG publications with access to the company's E-mail system are encouraged to contribute their top news stories to the News Service on a weekly basis. News Service editors download, edit and transmit copy within hours of its arrival at the group's Boston newsroom. In addition to the contributions of numerous publications, the News Service also carries a growing number of stories filed by its correspondents based in key IT markets around the world.



World Update

Gary Byrne, Maureen Preble and David Bromley work to ensure daily delivery of the News Service.

Editors may use stories downloaded from the daily wire any way they choose: verbatim, with credit to the journalist and originating publication; extracting relevant information to add to a story being worked on by their own journalists; or as tip service, providing ideas for completely original stories with a local angle.

World Update

Rob Garretson is working to expand the traditional mission of the News Serivce.

"We routinely contact vendors to follow up on stories taken from the wire, only to find that the local office is either unaware of the particular development or had intended to delay release of the information to the local market," notes Tennant. "This clearly benefits readers because I have no doubt that our reporting has prompted key vendors' local operations to speed up delivery of products and to provide services they might not otherwise have provided."

"I insist we make maximum use of the News Service," says *Computerworld Australia* Editor **Steve Ireland.** "We sometimes run News Service stories as -is, but more often, my news editor will use them as leads for our journalists to start from."

WHO MAKES IT WORK

The News Service's four-person Boston-based staff is headed up by Editorial Director **Rob Garretson** and includes News Editor **David Bromley**, Assistant News Editor **Gary Byrne** and Editorial Assistant **Maureen Page Preble.**

Garretson joined the News Service last June with a mandate from International News Group President **David Hill** to expand its traditional mission of providing a vehicle for sharing information generated

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, March 15, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.*

CONSOLE OPERATOR - PART-TIME (IDG COMMUNICATIONS)

The individual in this position must be client-services oriented and will interface daily with outside clients and other IDG divisions. The qualified candidate should be PC literate to work on a very busy console, with a working knowledge of Microsoft Word, WordPerfect, and Smartcom. Familiarity with Rolm, Northern Telecom, Wordstar and Nynex Meridian SL1 consoles preferred. The ideal candidate will have the ability to train users on Northern Telecom, StarTalk, Meridian Mail and Rolm Phone Mail.

CIRCULATION MANAGER (INFOWORLD)

The individual in this position will report to the Circulation Director and be responsible for all aspects of the Fulfillment of the Publication, including working with the fulfillment house in processing documents, establishing procedures and customer service. Other responsibilities will include paid renewals. The person in this position must have a minimum of 5 years experience within fulfillment on a controlled publication, preferably with a unit audit.

FLUEGLEMAN INTERN (INFOWORLD)

The qualified candidate will be exposed to all aspects of the Reviews & Testing Department. This position will provide a good opportunity to learn about hardware and software testing with a view toward technical expertise. This position could lead to permanent employment in test development, writing, editing or quality control reads of technical documents. Working knowledge of personal computers and peripheral installation is required, as well as excellent written and verbal communication skills.

ADVERTISING/PRODUCTION COORDINATOR (INFOWORLD)

Primary responsibilities of this position will include coordinating the ad trafficking, production and billing functions of the two publications (weekly and monthly). The ideal candidate will be extremely organized, have a positive customer service attitude and excellent phone skills. The person in this position must be able to perform well under pressure and manage multiple tasks. The ideal candidate will have 1-2 years ad traffic or production experience. A degree in Advertising is preferred.

EXECUTIVE EDITOR (PC WORLD/MULTIMEDIA WORLD)

This position requires an experienced, hands-on editor to manage all day-to-day editorial operations of the magazine. The individual in this position will develop the editorial content of the publication and manage the editorial process from story conception to page film. The qualified candidate will be responsible for working with the editorial staff to assign, write and edit all the editorial content of *Multimedia World,* and will serve as the publication's representative to key industry companies and individuals. The ideal candidate will have at least seven years editorial experience in magazine publishing, as well as a thorough understanding of PC technology and the PC market. Some travel will be required.

ACCOUNT MANAGER (PC WORLD COMMUNICATIONS)

The individual in this position will pursue all advertising opportunities through creative and imaginative sales techniques while maintaining a professional and consistent performance in fulfilling all sales goals for the Northern California territory including San Francisco. This person will also service and maintain all advertising after the sale is made. Primary responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in the computer publishing industry, thorough knowledge of PC products and marketplace, as well as knowledge of the Northern California territory are desired. Excellent written and verbal communication and organizational skills are required.

Job Opportunities

Revised: March 15, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	S. Perry	(508)935-4407
IDG/C	Console Operator - Part-time	Framingham, MA	M. Roberti	(508)879-0700
IDG/LS	Administrative Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)875-6400
WEC	Graphic Designer	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Marketing Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	G. Bond	(617)422-8035
CIO	Sales Assistant	Fairfield, NJ	M. Masters	(201)227-1140
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
A+	Listings Editor	*Cable In Classroom,* Cambridge, MA	G. Lodge	(603)924-0392
IDC/G	Research Director	Vienna, VA	E. Ouellette	(508)935-4605
IDC	Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Program Manager Network Support & Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr. Sys. Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4361
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Admin. Assistant	Rochelle Park, NJ	N. Tamburrino	(201)587-0090
IW	Circulation Manager	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Advertising/Production Coord.	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Test Development Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	VP of Sales	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.I	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Receptionist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Executive Editor	*Multimedia World,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Account Manager	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Management Associate	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Production Manager	*PCWorld,* San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Western Advertising Director	*PCWorld,* San Francisco, CA	B. Theobald	(415)978-3377
PCW	Senior Editor, News	*PC World,* Texas	R. Glitman	(415)978-3195
MAC	Executive Sales Assistant	*Macworld,* San Francisco, CA	S. Dolan	(415)978-3159
IFTW	Receptionist/Admin. Support	*Infotainment World,* San Mateo, CA	J. Smith	(415)349-4300
IFTW	Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	VP Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor	*Infotainment World,* San Mateo, CA	L. McDermott	(415)349-4300

Kellar

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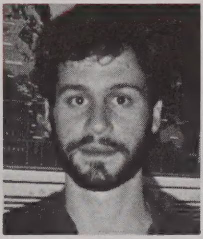
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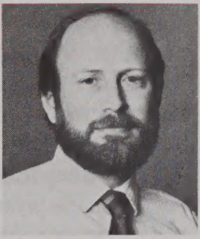
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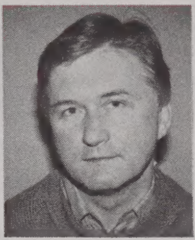

Condon

Cunningham

by IDG publications. "We are placing a new emphasis on becoming a worldwide IT news-gathering organization capable of generating coverage with a global perspective that adds value to IDG publications worldwide," Garretson explains.

To this end, Garretson is building a network of full-time dedicated correspondents who understand the kinds of news of interest to IDG editors. This network currently includes correspondents based in London, Paris, Munich, Tokyo, Brussels, Taipei and Boston.

Heading up the European coverage is **Elizabeth Heichler,** former news editor at *Digital News* and now based in London. Working with her are London correspondent **Ron Condon,** Brussels-based writer **Elizabeth de Bony, Martin LaMonica** in Paris and **Rob Lineback** in Munich.

Tokyo correspondent **David Kellar** works out of the IDG Japan office and tracks developments in the Japanese market, while **Cara Cunningham** recently joined the Boston office as a roving U.S. reporter whose primary mission is to provide more timely coverage of breaking U.S. news for overseas publications. Additionally, she is available to provide coverage of press conferences, trade shows and other events for the U.S. weeklies when unforeseen staffing shortages occur.

In addition to monitoring and reporting on developments in their local markets, all the correspondents are available to work on stories commissioned by individual publications, Garretson notes.

Computerworld Denmark recently took advantage of this service for two articles in its bi-annual supplement on computer security. Editor **Finn Morsing** contacted Garretson to inquire about having correspondent Elizabeth Heichler follow up on an interview with a London-based security specialist and a piece focusing on Scotland Yard's computer crime task force. Heichler worked with Morsing to identify the appropriate angle, filed the stories and helped locate a British photographer for the interview. "We were very happy with her work," says *CW Denmark* Editor **Torben Sorenson.** "The experience was so good that we plan to use the correspondents for similar assignments in the future."

The News Service also provides a cost-effective means of extending the reach of publications unable to dispatch reporters to cover international events. A case in point is the upcoming CeBIT, the world's largest computer and communications trade show, held in Hannover, Germany. On hand at this year's event will be six of the seven News Service correspondents who will cover all the major announcements as well as file several stories commissioned from various publications.

Computerworld News Editor **Alan Alper** says that *CW* plans to use copy filed by News Service correspondents from CeBIT, noting that he has already alerted Garretson to several stories he would be interested in. "We are not sending anyone to CeBIT," he says. "Why re-invent the wheel — or the investment?"

WHAT'S IN STORE

Reflecting its two-pronged mission, the News Service is looking to increase both the number of IDG publications that contribute copy as well as its network of correspondents filing original stories.

"Beginning this spring, we will be actively soliciting suggestions from editors in an attempt to identify the best locations for additional correspondents," says Garretson, adding that one likely spot is on the West Coast of the U.S. Other areas under consideration include central Europe and Southeast Asia.

Garretson also hopes to revive interest in the Worldwide Editors Meeting as a forum for editors and News Service staff to meet, exchange ideas and foster relationships that will ultimately strengthen both the News Service and the international network of IDG publications.

"Having worked nearly seven years at one of IDG's most formidable competitors [*PC Week*], I can say from experience that the breadth of IDG's editorial operations and its global reach is its greatest strength," Garretson observes. "The IDG News Service is uniquely positioned to leverage that strength and to prove that the sum of IDG's parts is, in fact, greater than the whole."

What's in it for you

- **Access to news and features from IDG publications worldwide.**
- **Access to columns, editorials and other commentary pieces from IDG publications.**
- **Original coverage of breaking IT news by News Service correspondents in the U.S., London, Paris, Munich, Brussels, Tokyo and Taipei.**
- **Specific stories by News Service correspondents commissioned by an individual publication and targeted at its domestic audience.**
- **Specific reporting or "legwork" by News Service correspondents needed to augment a staff-written story.**
- **Coverage of conferences and trade shows in the U.S., Europe and Japan.**

Noteworthy !

PROMOTIONS

Infotainment World

Rousseau

John Rousseau has been named executive vice president of global operations at Infotainment World in San Mateo, Calif. Rousseau began his career at Infotainment World as national sales director for *GamePro* magazine and has served as publisher of the publication since June 1991.

In his new role, Rousseau will spearhead efforts to increase the circulation base of *GamePro* magazine via licensing agreements and joint ventures in international markets. He will also work to cultivate custom publishing contracts. Rousseau will retain his role as publisher of *GamePro*, overseeing the editorial, advertising and production/design areas.

"There has been significant interest in *GamePro* magazine from numerous international markets due to the huge growth of electronic entertainment throughout the world," said Infotainment World Founder and President Patrick Ferrell. "Many third-party developers have already established European bases to capitalize on this industry expansion.

"Our tremendous growth in North America has enabled us to focus our efforts on these new markets as well. John will play a key role in helping us to achieve our goals. His promotion is richly deserved and shows our commitment to the continued strength and expansion of our core product."

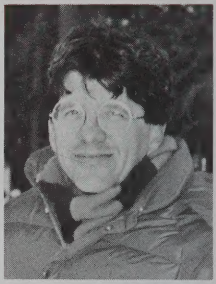
Prior to joining *GamePro*, Rousseau was director of national advertising sales for *PC Resource* magazine and regional sales manager for VNU Business Publications.

NEW EMPLOYEES

William Hatfield has joined IDG Books as an MIS consultant. He will provide IS support for the company's Indianapolis editorial office and oversee the implementation of an accounting information systems in the company's San Mateo office. Prior to joining IDG, Hatfield was director of MIS at Prentice Hall Computer Publishing where he managed the programming, technical support and data entry departments. He holds a degree in industrial engineering from Purdue University and enjoys computers, guitar and MIDI and serves as a scout leader for his son's Boy Scout troop in his spare time.

■ ■ ■

Steven Drace is the new director of demographic editions and supplements at *InfoWorld*. In this newly created position, Drace will work to broaden *InfoWorld*'s advertiser base by identifying new opportunities to leverage the company's database of readership information while creating opportunities for advertisers to more finely tune their message to their target audience.



Drace

InfoWorld

Prior to joining IDG Drace was the Asian marketing/sales director at Ziff-Davis and CMP. Drace holds a BA in psychology from the University of Missouri and a masters degree in international management from the American Graduate School of International Management. Outside the office, he enjoys playing the piano and bicycling.

■ ■ ■

Chris Yalonis has joined IDC as director of consulting for the desktop group, based in the company's Mountain View, Calif. office. Prior to joining IDC, Yalonis was vice president of marketing at Passport Designs, a multimedia software company. He holds a BA in economics from Miami University in Ohio and an MBA in marketing from Indiana University. Outside the office, he enjoys sailing on San Francisco Bay, tennis and golf.

New addresses

Reminder:
PC World Lotus Edition, Lotus Alliance Products, Lotus Newsletters and InfoWorld Direct are now located in Boston. The Wakefield, Mass., offices have been closed. The new address is:

77 Franklin St.
3rd Floor
Boston, MA 02110

PC World Lotus Edition
Telephone: 617-482-8470
Fax: 617-426-0235

Lotus Newsletters
Telephone: 617-482-8634
Fax: 617-426-0235

Lotus Alliance Products
Telephone: 617-482-8634
Fax: 617-422-8189

InfoWorld Direct
Telephone: 617-482-8463
Fax: 617-422-8192

Ecuasistem, IDG's licensee in Ecuador has moved to a new office. The address is:

P.O. Box 17-07-8787
Av. Patria 640, 3er Piso
Edif. Banco Internacional
Quito, Ecuador

Temporary telephone numbers are:

+593.254.7147
+593.254.7166

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Ed Scannell - InfoWorld

ELEVEN YEARS
Kaoru Sunada - IDG Japan
Fernando Moran - IDG Spain

TEN YEARS
Dorthe Theodoraki - IDG Danmark
David Vellante - IDC
John Reichmuth - IDC

NINE YEARS
Wolf-Dieter Lorenz - IDG Germany
Leslie Barton - Macworld
Dorthe Christensen - IDG Danmark
Leif Rasmussen - IDG Danmark

SEVEN YEARS
Melanie Guy - Computerworld
Charlie Barrett - Macworld

SIX YEARS
Anne Foley - Macworld
Peter Burris - IDC
Lyndsay Brunning - IDG New Zealand

FIVE YEARS
David Zink - Integrated Media
Sarah McEwen - Computerworld
Gabriele Arioli - IDG Italy
Vibeke Whitehead - IDG New Zealand

FOUR YEARS
Tim Zittle - InfoWorld
Kate Bauer - IDG Australia

THREE YEARS
Ricky Liu - Asia CW Hong Kong
Terri Edelman - Macworld
Christina Corbett - InfoWorld
Kyla Carlson - InfoWorld
Grant Clothier - IDG New Zealand
Pasquale Meyer - IDG France

TWO YEARS
Anna Mercaldi - PC World
Bronwyn Fryer - PC World
Janna Custer - IDG Books
Laurie Durlester - InfoWorld
Karen Brehm - InfoWorld Direct
Curtis Price - IDC
Doc Farrar - IDG Australia

ONE YEAR
Christine DePedro - SunWorld
Leticia Lehane - Computerworld
Nancy Coy - Macworld
Tami Fielteau - Macworld
Lilian Christiansen - IDG Danmark
Marianne Fajstrup - IDG Danmark
Vivek Nigudkar - InfoWorld
Aleida Hernandez - IDC
Yvonne Glover - IDG Australia
Henri Gillares-Calliat - IDG France
Matthieu Thfoin - IDG France

Norway

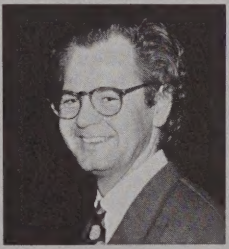
- FROM PAGE 2

Amundsen has had his frustrations with IDG Norway, wishing that the publications would, in print, "be more appreciative of people who are doing new things," he understands the company's approach.

"IDG Norway's publications have balanced information," he said. "Advertorials are strictly forbidden, therefore the marketplace trusts IDG editors and their product reviews. The company has followed me, judged me and my products, and provided market awareness of my existence, irrespective of me advertising in their publication or not. There are always many parties involved in a success story, and IDG is certainly involved in mine."

"IDG Norway's publications have balanced information. Advertorials are strictly forbidden."
- Une Amundsen

Enthusiastic about SuperOffice's growing success, Hansen sent a letter of introduction about Amundsen to colleagues at *CIO*, *Network World*, *Computerworld*, *Macworld* and *PC World* in February. Amundsen became a bit of a roving ambassador during a recent visit to the U.S., meeting with publishers and editors to familiarize them with SuperOffice and learn about their readers and advertisers.



"Articles have at times been critical, and not always as Mr. Amundsen would like, to put it nicely."
- Morten Hansen

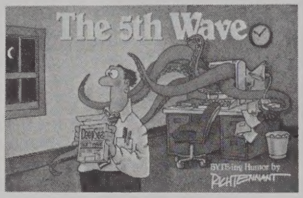
Amundsen welcomed the contacts and said he came away with an even greater impression of the substance and global reach of the IDG network. The primary goal behind meeting with IDG representatives was to "simply get to know them for future prospects — that's what it's all about," Amundsen said.

"Now that I know Jim Martin, for example, I would put ads in *Macworld* rather than *MacUser*, because I have a better sense of what his publication is all about."

"Amundsen has seen the power of our group of publications and experienced the high ethical standards of our business relationship," Hansen said. "He knows that placing business with IDG is easy, valuable and IDG is always there — wherever he decides to go, whatever product he has."

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Rick Popko will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The Fifth Wave*. Honorable mention winners below will receive *IDG World Update* frisbees.



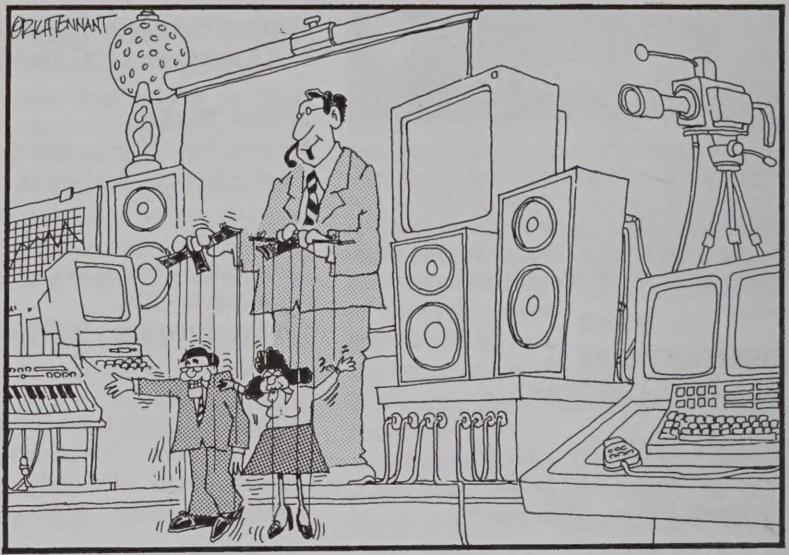
"Let me introduce you to our newest acoustic couplers, Bob and Alice."
- **Anita Taff**, Network World, Washington bureau

The Wizard of OS/2. "Pay no attention to the LAN behind the server... Pay no attention to..."
- **Brandon Nordin**, IDG Books

"Say after me: It is a revolutionary product..."
- **Nicklas Mattsson**, Macworld Sweden

Ronald Reagan's operator demonstrates for the first time how he can create *almost* life-like effects.
- **Greg Hulbert**, IDC West

"And our after sales support, as you can see, is second to none."
- **Anthony Frost**, IDG Australia



"But wait — there's more. Order the Pat McGovern doll now and you'll also receive this beautifully hand-crafted administrative assistant at no additional charge."
- **Rick Popko**, PCW Central Services

"That's right, Donald. The world's first 'strings-attached' workstation."
- **Trent Primrose**, IDG Australia

"And now presenting the latest in emerging technologies...The Multimedia Marionettes!"
- **Alana Korda**, TechMedia

"Now, let me demonstrate virtual reality."
- **Earl Angus**, InfoWorld

IDG *World Update*

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David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for their contributions to this week's issue:

David Hill, Int'l. News Group
Morten Hansen, IDG Norway
Debra Butler, IDC
Rob Garretson, IDG News Service
Linda Belding, PCW/Lotus

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- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 12

MARCH 22, 1993

NW seminars target Windows management

Following the well-attended series on LAN security that began last fall, Network World has announced the spring schedule for its second series of technical seminars. "Managing Windows on the Network" will be a one-day intensive seminar covering the critical issues network professionals should be aware of when managing networks of PCs and workstations running the Microsoft Windows operating system.

NETWORK WORLD TECHNICAL SEMINARS

"This is an exciting new series for us, as this is a very hot topic in the network community," said NW Director of New Business Development **William Reinstein**. "We've produced this seminar in response to feedback from our readers and past seminar attendees."

"Managing Windows" will tour 10 U.S. cities from May 3 to June 4. Victor Rezmovic, president of Micro Automation Consultants, a firm devoted to training and supporting network professionals, will serve as the course director. The $350 seminar fee includes a comprehensive seminar handbook, a diskette library of

- SEE PAGE 2

IDG extends *PC World* product line strategy

License deal gives company a presence in Japanese PC market

IDG has extended its product line strategy into Japan with the signing of a license agreement with the leading PC publication in that country.

Under terms of the agreement, *Nikkei Personal Computing*, a bi-weekly with a subscriber base of some 160,000 readers, will gain access to the editorial content of *PC World*, according to IDG International News Group President **David Hill**, who negotiated the license.

The deal, which gives the *PC World* product line an established foothold in this key Asian market, will allow IDG Japan to continue to concentrate its resources on its flagship *Computerworld* publication as well as its niche market magazines, *Macworld* and *Sunworld.*

WINDOWS COVERAGE KEY

Nikkei Personal Computing stands to benefit greatly from *PC World*'s in-depth coverage of the Windows market, which is just beginning to take off in Japan. According to Hill, Japanese readers are clamoring for the kind of sophisticated Windows coverage that *PC World* provides its readers on a monthly basis.

日経パソコン
3-1
1993
NIKKEI PERSONAL COMPUTING
特集 CD-ROMがパソコンを変える

The U.S.-based *PC World* editorial staff is working closely with its Japanese counterparts to provide them with both editorial and accompanying graphics.

Nikkei Personal Computing is likely to become one of the first publications to begin using *PC World*'s new distribution system, which uses digital audio tape cartridges to quickly and inexpensively disseminate the full text and graphics of U.S. *PC World* to its sister publications worldwide.

In brief

NW, CW team up to offer full text via BusinessTalk

Network World has joined with *Computerworld* to make the text of their respective publications available on-line to readers via GE Information Services' International Network and BusinessTalk software.

NetText
A library of Network World articles
OnLine

NW's "NetText" went live late last month, while "CW On line" should be available sometime in April. IDG employees will see the NetText and CW On line icons on the main menu when they log onto BusinessTalk.

Both publications will have copy from their most recent issues on-line within just five days of publication. Users can also search three years worth of back issues for both publications.

"This is simply another option to make our editorial material available to readers," said *CW*'s Chief Financial Officer and Senior Vice President of Operations **Matt Smith**. *Computerworld* and *Network World* have been available on the Nexis and Dialog on-line services for a number of years, and Emerging Technology Applications recently released a "Computerworld on CD" disc that includes four years of fully indexed text and selected graphics.

CW will provide editorial material on tape to NW and leverage off NW's special products department for operation of the service and fulfillment.

To date, *Network World* has signed up more than 30 subscribers for the service.

Publish acquisition nets 70,000 unduplicated potential subscribers

Publish announced last month that it has purchased the circulation file of *Business Publishing* magazine. The monthly's circulation list, which will net approximately 70,000 unique names for *Publish*, consists of both paid and qualified non-paid subscribers. The publication had been acquired in 1986 by Chicago-based Hitchcock Publishing Co.

Under the terms of this acquisition, a select, unduplicated portion of *Business Publishing*'s readers who qualify based on *Publish*'s qualification procedures will be offered the opportunity to receive a controlled subscription. The balance of the readers will be offered the opportunity to receive *Publish* on a paid subscription basis.

News Service scoops *WSJ* with major Unix announcement

The IDG News Service added another feather to its cap last week tracking down an important Unix announcement a full day before it hit the major U.S. dailies, including *The Wall Street Journal*.

U.S. correspondent **Cara Cunningham** was doing some routine investigation prior to last week's Uniforum show, when a well-placed source tipped her off to an upcoming announcement by IBM, Hewlett-Packard and several other major Unix vendors regarding their plans for a common Unix version to compete against Microsoft's forthcoming Windows NT.

According to Editorial Director **Rob Garretson**, "We had the story on Monday, but held it until Tuesday morning to shore it up." After getting off the phone with her source, Cunningham and Garretson contacted European correspondent **Rob Lineback** at home Monday evening to have him confirm the story with a local source.

By the time Cunningham boarded a plane Tuesday afternoon to attend the formal announcement planned for Wedneday morning in San Francisco, her story had been filed and was available to IDG editors worldwide.

Seminars

- FROM PAGE 1

public domain Windows utilities and tools and a copy of IDG Books' best-selling *Windows 3.1 Secrets*. *Network World*'s Special Projects Department is responsible for all production and marketing aspects of the seminar series.

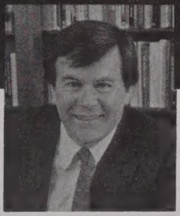
Reinstein said the seminars have proven to be an effective method of serving the educational needs of its audience. "The seminars take a topic that we might address editorially and look at it from another perspective and devote more time to exploring it. Because of the reputation *Network World* has with our readers, they expect the seminars to be of similarly high quality. That's why we deliver a premium seminar at a premium price for attendees, and they receive valued items such as the Windows book, and lunch is included in the fee, which most seminars don't."

InfoWorld is serving as the seminars' first co-sponsor and is running ads for the Windows series; *NW* gives *IW* a percentage for the attendees its ads attract.

According to Reinstein, *NW* will be producing between eight and 10 seminars each quarter.

On line

ASK PAT



Q Do you think IDG might publish magazines within industries that use information technology, such as biotechnology, genetic engineering or material sciences?

A Yes. IDG's mission is to help people succeed by being involved with information technology. A particular trade, profession or industry that is an intensive user of IT can be a potential market for an IDG information service.

We already cover computer applications in manufacturing through our CAD/CAM publications. We have publications covering computer use in education. And, we have publications covering computer use in government. So, when vertical markets are large enough to support a publication or other information service, IDG will be there.

Q Can IDG achieve a revenue of $1 billion and stay private, or will it have to become a publicly held company?

A IDG does not need to raise money from outside source to continue to grow rapidly. IDG is profitable year after year, and these profits are reinvested to support the growth process of IDG. So, selling IDG shares to the public is not a requirement for continuing the growth we have enjoyed for the past 28 years. A public offering is, therefore, optional for us, rather than a requirement.

Q What, if any, percent of your success would you attribute to luck, as opposed to intelligence and hard work?

A In one sense, I feel a lot of my successes have come about because of luck. I can think back and say if I didn't visit that customer, he wouldn't have told me about this marvelous new opportunity; or if I hadn't gone to that trade show, I wouldn't have come across that new business relationship; or if I hadn't taken the time to read that research report, I wouldn't have known about a new market trend as soon and wouldn't have gotten the chance to enter that market early and benefit from being first.

But then, I remember the old saying that good luck comes to those who are prepared for it! Thoroughly preparing oneself with the facts and the experience to recognize an opportunity helps when one has the good luck to encounter it. As Thomas Edison said, "Achievement is 2% inspiration and 98% perspiration." In my case, it is probably 10% good luck and 90% perspiration.

Q Why aren't there any female publishers in IDG's U.S. operations, and is the company taking any steps to remedy this situation?

A IDG has had a number of female publishers in the past and, I am sure, will in the future. In fact, the percentage of female graduates from our Publishing Institute Program has increased from 10% to 50% in the past five years. IDG's equal employment opportunity policy allows all interested parties to apply for a position. Individuals are selected based solely on their qualifications for the position, irrespective of race, color, creed or sex.

Q How fast do you foresee wireless communications becoming an important technological area? Will it ever dominate communications?

A Wireless communications already dominate unidirectional communications. Today, the majority of people get most of their news about national and international events from radio and TV rather than newspapers. Increasingly, interactive communications of voice, data and graphics information will be via wireless technology.

By the year 2000, I believe about 20% of the people will handle a good percentage of their personal communications via a portable telephone/computer/TV integrated unit.

Q Is IDG launching as many new projects as it has in the past?

A Yes. In the last 12 months, IDG has established 32 new magazines and newspapers, six new research projects and 18 new expositions. No other company comes close to this pace of new activity.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Keith Henry
IDC U.K.

☐ Saiman Hui
IDC China/Hong Kong

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Ask the experts

Q Like many others, my business unit is planning the launch of several new niche newsletters, closely targeted to sectors of the industry we cover. Setting the proper price level has been a major point of discussion. We wondered if, in others' experience, one can get an accurate handle on how much subscribers will pay by simply asking them — as part of a market survey — or whether some other technique is more efficient.

A Although it is an interesting idea to directly ask subscribers how much they're willing to pay, I'm not sure you'll get the information you seek that way. The response to your question might be "ask as little as possible!"

As far as I know, there are no easy answers when it comes to figuring out the proper price. Proper price is very closely tied to perceived value of the information in the consumers' eyes. The higher the perceived valued, the more a consumer is willing to pay. For example, there is a newsletter about the oil industry that costs almost $2,000 annually. Yet because the information is unavailable anywhere else, and it is absolutely essential information for the industry to have, consumers are willing to pay the price.

Here are some things to consider when trying to figure out what the perceived value of your newsletter is:

- **Scope out competition.** Check to see what your competition is doing. Is there a comparable product? If yes, what is the competition charging for it? Doing a competitive analysis is always helpful. You'll not only find out what the competition is offering, and what they're charging, you'll get a sense of what might be missing in the marketplace.

- **How targeted is the information?** As a rule of thumb, the more targeted the information, and/or the smaller the audience, the higher the price you can charge. That's assuming that the targed audience wants and needs the information you're offering.

- **Controlled circulation.** Are there any controlled circulation publications that you will be competing against? What's the readership? How do you rate the quality of the information? If there are controlled circulation publications with large readerships that will be your direct competitors, and the quality of the information is high, you'll have to take that into consideration when establishing your price. Also, if your information is not perceived as unique, it will be difficult to charge a high price if the same information is already available for free out there.

- **Frequency and analysis.** How frequently will your publication come out? How much analysis will the publication have? In general, people often want timeliness or in-depth analysis and are often willing to pay a higher price for what's most important to them.

- **Market size.** What do you predict your readership will be? If you estimate that the newsletter will be high volume, you can opt to charge a lower price, so you can get lots of subscribers in the door as quickly as possible. However, if your universe is fairly small, you'll have to consider charging a higher price so that your newsletter will be profitable.

- **Test your assumptions.** And, as a final note, after you've answered as many of the kinds of questions listed above as possible and come up with your best guess as to a fair price, the only tried and true method to determine the proper price is to test, test, test. Consider testing three prices at a time so you can see how the market responds to the different price levels.

- Jacqueline Migell
circulation manager
Lotus Newsletters

Q When a direct mail campaign designed to test price has just been dropped, how do you handle customer inquiries regarding varying prices, i.e., when colleagues receive different pieces offering the publication at different prices?

A Honesty is the best policy. Explain that your publication tests different prices from time to time and extend the courtesy of the lower price to the customer.

- Heather Martin Maier
senior VP/circulation,
marketing and research,
PC World

If you have a question you would like to see addressed in this column, please submit it to us by phone (617-423-9030) or fax (617-423-0712). We will track down the appropriate in-house experts to provide an answer.

Wanted: Speakers for Unix conference

Can you identify users or vendors in the Minneapolis area knowledgeable about Unix? If so, *SunWorld* would like to hear from you. *SunWorld* is looking for speakers for the conference program it is sponsoring at the Unix Options Conference and Exposition in Minneapolis May 5-6. The show is produced by a local firm, Strictly Business Computer Expo.

With twin themes of "directions" for managers and "solutions" for end users and system administrators, the conference will be divided into various sessions including client/server, the direction of hardware and software, networking, graphical programming tools and the use of Unix in the Minneapolis area.

Please contact Denise Garcia at Integrated Media with suggestions by phone (415-978-3292) or fax (415-442-0169).

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, March 22, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted a brief summary highlighting the responsibilities and qualifications will be included.*

CREDIT ANALYST (IDG)

The individual in this position will be responsible for providing credit analysis and credit closings. Some specific responsibilities will include: reviewing and approving or denying credit applications, establishing lines of credit, working with collections on credit problems, as well as working with key personnel in business units regarding credit issues. A Bachelor's degree is preferred, along with 2-3 years of credit or collection experience.

SENIOR TAX ACCOUNTANT (IDG)

The qualified candidate will be detail oriented with 2-3 years of corporate income tax experience and a Bachelor's degree in accounting or finance. The individual in this position will be responsible for preparation of the consolidated Federal Form 1120 and various State corporate income tax returns. The qualified candidate will also be extensively involved with Federal, State income, State sales/use tax audits. Other responsibilities will include: aiding in the preparation of the year-end Federal/State tax provision for the company's financial statement audit and ongoing miscellaneous tax planning and research projects. Knowledge of spreadsheet packages required.

BOOKKEEPER (IDG)

The person in this position will be responsible for Accounts Receivable (A/R), cash receipts, Accounts Payable (A/P), and general ledger data input for one or more IDG subsidiary companies. Other responsibilities will include entering, posting and reconciling A/R and A/P to the trial balance, as well as assisting in preparing journal entries. A minimum of 1 1/2-2 years bookkeeping and/or data entry experience, knowledge of Accounting principles and high school diploma necessary.

ACCOUNTS PAYABLE DATA ENTRY - PART-TIME (IDG)

This position requires prior experience with data input of Accounts Payable vouchers and check processing. Input accuracy, ability to meet weekly processing deadlines, and readiness to work with Accounting department personnel are key components to this position.

IS SUPPORT SERVICES COORDINATOR (IDG)

The individual in this position will support the Information Services Group in various functions, including, but not limited to: supplies inventory, vendor contracts, new accounts on the VAX, and the Disaster Recovery Plan. A college degree, excellent communication and organization skills necessary, as well as 1-2 years experience in a professional office environment.

WASHINGTON EDITOR (NETWORK WORLD)

The individual in this position will report to the Assisting Managing Editor-News, and be responsible for reporting on the major regulatory and legal issues affecting users of the enterprise networks, including coverage of the FCC, the Department of Justice and the U.S. District Court overseeing divestiture. Additional responsibilities will include coverage of user organizations involved in setting regulatory policy. This person will also share coverage of the major carriers providing voice and data services to enterprise network users, including MCI and other U.S. and international providers. This position is located at Network World's Washington Bureau.

FLUEGELMAN INTERN (NETWORK WORLD)

This six month internship is designed for a talented professional seeking a career transition into journalism. Working within the Features Department, the individual in this position will have an opportunity to learn how to write and edit technology-based features. Requirements for this position include a Bachelor's degree, excellent communication skills, PC skills and a strong interest in pursuing a career in journalism.

MARKETING SPECIALIST (LOTUS PUBLISHING)

The individual in this position will work with the Lotus Alliance Products Team of PC World. Responsibilities for this position include conference promotion, public relations, meeting planning, trade show coordination, marketing communication and related collateral development. A Bachelor's degree with 3-5 years marketing/conference management experience is preferred. Marketing promotions experience in the IT industry a plus. Strong written communications skills and the use of a PC with Lotus preferred.

EDITORIAL ASSISTANT (CIO)

Responsibilities for this position will include fact-checking, PR contact, conducting telephone surveys and handling inquiries. The ideal candidate will have excellent telephone skills, good communication skills, be a team player, and be able to handle multiple projects effectively. A Bachelor's degree, 1-2 years business experience and familiarity with word processing systems required.

SENIOR ANALYST, WORKSTATIONS (IDC)

The qualified candidate for this position will research and analyze the dynamic workstation market. This individual will have a minimum of 1 year computer-industry experience, a working knowledge of the computer industry, especially workstaions, as well as excellent technical and/or market knowledge of either systems-level software (including OSs, GUIs and compilers) or server technology. Position also requires solid writing, presentation, word processing and spreadsheet skills. This position is located in IDC's Mountain View, CA office.

COPY EDITOR (INFOWORLD)

The successful candidate will edit copy for grammar, spelling and style, as well as write headlines and captions, and pull quotes. A degree in English or Journalism and one year experience is preferred. Hands-on experience with Quark Express a plus.

PAGE LAYOUT SPECIALIST (IDG BOOKS)

The individual in this position will layout book pages using the MAC and MAC-based peripherals. Expertise in PageMaker and working knowledge of Microsoft Word and Aldus Freehand required. Working knowledge of Quark Express preferred.

PROJECT EDITOR (IDG BOOKS)

The incumbent in this position will serve as the primary contact to authors for all matters connected to book project management. This individual will interact with other editors, as well as production and marketing personnel. Requirements for this position include a Bachelor's degree, PC skills, project management skills, and book or magazine publishing experience.

Job Opportunities

Revised: March 22, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	A/P Data Entry - Part-time	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Bookkeeper	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Senior Tax Accountant	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Computer Operator	Framingham, MA	E. Bocko	(508)935-4704
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	S. Perry	(508)935-4407
IDG/C	Console Operator - Part-time	Framingham, MA	M. Roberti	(508)879-0700
NWW	Washington Editor	Washington, D.C.	J. Gallant	(508)875-6400
NWW	Fluegelman Internship	Framingham, MA	E. Bocko	(508)935-4704
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
WEC	Graphic Designer	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Marketing Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	G. Bond	(617)422-8035
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
A+	Listings Editor	*Cable In Classroom,* Cambridge, MA	G. Lodge	(603)924-0392
IDC/G	Research Director	Vienna, VA	E. Bocko	(508)935-4704
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Admin Asst./ Prod. Coord.	Framingham, MA	M. Gibbons	(508)935-4226
IDC	Program Manager Network Support & Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr. Sys. Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4361
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Admin. Assistant	Rochelle Park, NJ	V. Galbo	(201)587-0090
IW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Advertising/Production Coord.	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Test Development Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	VP of Sales	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Conference Admin.I	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Events Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Page Layout Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Receptionist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Executive Editor	*Multimedia World,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Account Manager	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Assistant Production Manager	*PCWorld,* San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Western Advertising Director	*PCWorld,* San Francisco, CA	B. Theobald	(415)978-3377
PCW	Senior Editor, News	*PC World,* Texas	R. Glitman	(415)978-3195
MAC	Executive Sales Assistant	*Macworld,* San Francisco, CA	S. Dolan	(415)978-3159
IFTW	Receptionist/Admin. Support	*Infotainment World,* San Mateo, CA	J. Smith	(415)349-4300
IFTW	Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	VP Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor	*Infotainment World,* San Mateo, CA	L. McDermott	(415)349-4300

Off-site

When it comes to animal welfare, **Sheryl Merchant,** manager of sales and marketing at International Marketing Services, is more active than most. For the last six years her love of animals has propelled her to log many hours as a volunteer at the Framingham, Mass., Animal Humane Society.

“We have space for 50 to 60 cats at a time, and we always have a full house,” said Merchant. The animals are either domestic cats who have been abandoned or abused, or semiferal cats who are born outdoors and brought in, often as a group, since they tend to form colonies outside. “We’re constantly rescuing cats who live in dumpsters, their source of food,” Merchant said. “People think cats are so independent that you can leave them alone and they’ll be O.K., but that’s not true. Indoor pets can live for twenty years but outdoors on its own a cat’s average lifespan is a year and a half.”

Merchant has not always been a cat person. “Growing up I had a dog, who lived for 18 years,” she said. One day she saw a cat in her yard that looked sick. She made some phone calls and volunteers from the society came and rescued it. “I didn’t even know the society existed, and I was really impressed that they cared so much,” Merchant said. “I started to go to some of their meetings and just got gradually more involved.”

And she now owns two cats: one that her brother gave her, and another that had been abandoned by people who were told they couldn’t have pets in their apartment.

> *“Every time I go into the shelter and see those little faces, I feel good that we are able to help as many [animals] as we do.”*
> - Sheryl Merchant

A NO-KILL PHILOSOPHY

The shelter has the facilities to house only cats, though their outreach and educational programs include both cats and dogs. Its goal is find a home for each cat in its care—a particular challenge when it comes to the semiferal cats, which are not used to interacting with people. Acclimatizing semiferal cats to humans and their touch is a part of each visit Merchant makes to the shelter. “I’ll go into a cage with meat-based baby food on my finger, which the semiferal cat will eat, and spend twenty minutes or so talking to the cat, eventually working up to petting,” she said. “It can take along time, but since we’re a no-kill shelter we work with each animal until it’s adoptable,” Merchant said. “We have cats who’ve been at the shelter for three years.”

PET FOOD DRIVE
GENERAL CINEMA JOINS PAWS WITH
FRAMINGHAM ANIMAL

Sheryl Merchant introduces one of her feline charges to a prospective new owner.

MANY HATS

Merchant wears many hats at the all-volunteer, nonprofit organization. She is on the board of directors, heads the public relations committee, and edits the shelter’s bimonthly newsletter. For several years she was active in the nursing home program, in which volunteers take a cat to nursing homes to visit residents who don’t have the chance to interact with animals anymore.

“Taking a cat to visit elderly people was really rewarding,” Merchant said. “Some of the people were very excited, and I heard a lot of stories about what pets they had as children.”

Working at the animal shelter she sees the best and the worst side of human beings: those who abandon or abuse their animals and their opposite. “We get calls from social service agencies that have people on welfare who aren’t eating because they’re using what little money they have to feed their pets,” Merchant said. Though it’s funded entirely through membership fees and donations of both food and products, the shelter is able in these cases to give out food so that the pets and their owners can stay together.

EDUCATION A PRIORITY

“Educating people to spay and neuter their pets is our main focus,” Merchant said. “That’s where the main problem stems from. When you don’t spay your female cat the consequences are obvious, but people also need to realize that when their Tom cat goes out for the evening the consequences are just as real, though they may not see it.” The society offers low-cost spaying and neutering for pet owners who couldn’t otherwise afford it.

To increase its capacity, the shelter makes use of foster parents who take cats with kittens home to live, bringing them in to the shelter on adoption days, which are held twice a week. “If we do thirty adoptions a month that’s a great month,” Merchant said.

The work can be emotionally draining, but Merchant tries to focus on the fact that the cats who come in are the lucky ones. “Every time I go into the shelter and see those little faces I feel good that we are able to help as many as we do,” she said. “Animals can’t help themselves.”

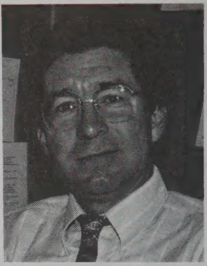
Noteworthy !

NEW EMPLOYEES

IDC's TIS division welcomes **A.J. Dennis Jr.** as director of desktop research. He will focus on examining trends in workgroup and end-user computing. Prior to joining IDC, Dennis was associate director of information technologies at Boston University Medical Center, where he was responsible for the design, development and deployment of LAN-based departmental networking solutions. One day Dennis hopes to sign onto a sailing vessel bound from Tahiti to Hawaii, thereby completing his goal of circumnavigating the globe under sail.

■ ■ ■

Tim Clarke has joined the IDG International News Group as vice president of licensing and administration. In this capacity, he will assist group President David Hill with the international licensing of IDG titles as well as handle a variety of administrative functions for the News Group. Prior to joining IDG, Clarke was director of planning at Cahners Publishing Co. where he was responsible for acquisitions, launches and strategic planning. He holds a BS in international relations from Georgetown University and an MA in international relations from the University of Southern California. Outside the office he is a literacy volunteer and enjoys rollerblading.



Clarke

World Update

Infotainment World feasts foster familiarity

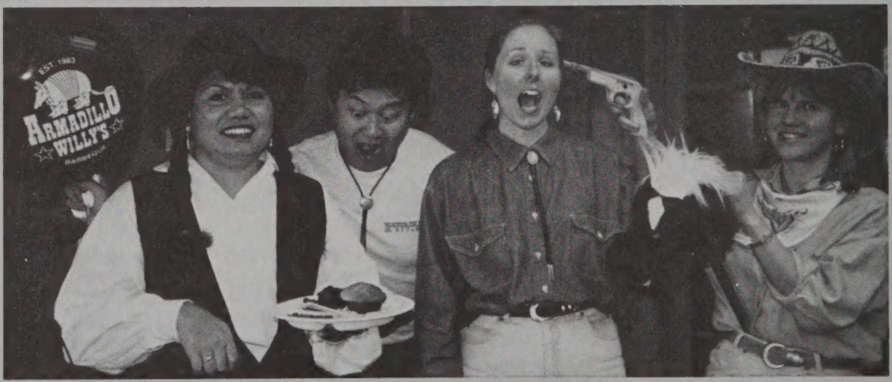
If there's a downside to growth, it might be the increasing difficulty of keeping up with the goings-on of colleagues in other departments. Infotainment World has found a way to facilitate communication among its rapidly growing departments and have a good time in the process.

Each month, the Infrastructure Task Force, a group composed of one key person from each department that meets once a month to discuss internal issues that affect the entire company, sponsors a lunch that is hosted by an Infotainment World department. The first feast, a "Bar-B-Que Hoe-Down," was hosted by the Art/Production department. All employees were encouraged to don their best Western gear and enjoy a good old-fashioned barbeque. Members of the art/production department gave a brief presentation of how their department works and the projects they are currently working on.

The event was a huge success, according to *GamePro* Marketing Specialist Valerie Hennigan. "These luncheons are a great way for us to remain a close-knit business unit that is knowledgeable about all aspects and areas of publishing," said Hennigan, adding, "they're also an excellent source of fun!"

Patrick Ferrell, president and founder of Infotainment World, prepares to enjoy the chow.

Competing magazine *Electronic Gaming Monthly* was represented at the hoe-down in the form of a piñata. Employees were asked to beat it with the new *GamePro* "BPA Audit Bat."



Infotainment World photos

Infotainment World employees Lesieli Friesen, Francis Mao, Jeannine Smith and LeeAnne McDermott horse around at the "Hoe-Down."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week in March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Joan Pinsky - Network World
Pamela Valentinas - Network World

TEN YEARS
Cynthia Sparrow - IDC
Lucy Sheehan - IDG

EIGHT YEARS
Tania Evans - IDG Australia

SEVEN YEARS
Michael Sullivan-Trainor - Computerworld
James Brown - Network World

SIX YEARS
Renee Savell - IDG
Patricia Sims - IDG List Services
Karman Cheng - Asia CW Hong Kong
Susan Cardoza - Macworld
Richard Villars - IDC
Michele Kallin - IDC
Lyndsay Brunning - IDG New Zealand

FOUR YEARS
Judy Bonasoro - IDG
Margarita Chiango - IDG

THREE YEARS
Lynda Radosevich - Computerworld
John Goddard - PC World
Sarah Messner - Network World
Maureen Roberti - IDG/CI
Ivan Boudville - Asia CW Malaysia
Becky Freed - InfoWorld
M. Joanna Parker - InfoWorld
Denise Haines - IDC

TWO YEARS
Randy Ross - PC World
Jeffrey Fuchs - IDG Central Services
Suzanne Saluti - Macworld
Stanley Corker - IDC

ONE YEAR
Robert White - IDC UK
Judy Kokernak - CW Database Division
Nancy Hannagan - IDG/CI
Louise Donahue - WEC
Birgitte Naumann - IDG Danmark
Dominique Houdin - IDG France
Hélène Truffaut - IDG France

IDG, IDC Japan employees celebrate 10+ years

Pat McGovern presents engraved clocks to Kaoru Sunada (left), Kazuhiro Hara and Sumiko Ozawa. *IDG Japan*

IDG Chairman **Pat McGovern** escorted three employees to dinner last month in Tokyo in honor of their more than 10 years of service with the company.

Kaoru Sunada, executive editor of *Computerworld Japan*, joined the company in 1982. Initially a writer tracking the PC beat, she later transferred to the large systems section of *CW Japan*. In her current role, she follows the industry as a whole.

Sunada graduated from the physics program at the National University Chiba. Outside the office, she enjoys swimming and reading and looks forward to someday taking a long holiday to travel to domestic and international destinations she's never seen.

Kazuhiro Hara, ad sales manager for *CW Japan*, joined IDG in 1982 after several years in sales at a pharmaceutical company. He has a BA in economics from Nihon University and spends his free time golfing, playing the guitar and driving his car.

Sumiko Ozawa, IDC Japan's senior research analyst for mulituser systems, joined IDC as assistant to the managing director in May 1980. In 1983, she was promoted to customer service researcher and handled the telephone inquiry service for numerous clients. In 1986, her responsibilities grew to include management of the CENSUS database in Japan. Last year, Ozawa began conducting the annual Japan IT spending user survey, part of IDC's worldwide survey.

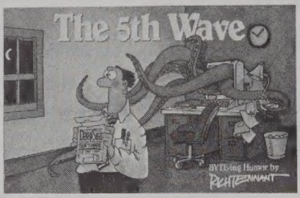
Outside the office, Ozawa enjoys playing tennis, swimming and gardening.

During the course of the evening, the group discussed their individual visions of what the future holds for IDG and shared strategies for positioning IDG as the premier source of IT information in the Japanese market.

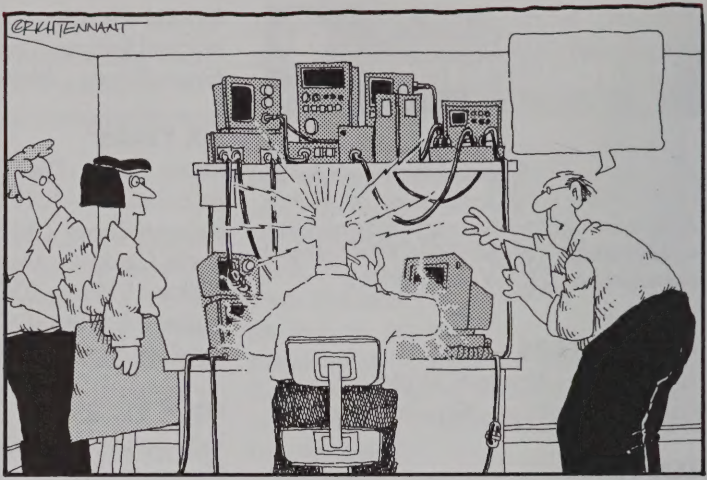
Off line

Win Your Own

or



Off line T-Shirt *Fifth Wave* **cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, April 20. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The Fifth Wave.* Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Kozo Hiramatsu, IDG Japan
Bill Reinstein, Network World
Denise Garcia, Integrated Media
Mike Sullivan, Publish
Valerie Hennigan, Infotainment World
Jacqueline Migell, PCW/Lotus
Heather Martin Maier, PCW
Sheryl Merchant, IMS

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IDG *World Update*

VOLUME 23, NUMBER 13 **MARCH 29, 1993**

IDG Shanghai will serve region's growing IT market

World Update

Hugo Hsiung (second from left), Qian Zhishen, director of ISTIS (third from left) and Pat McGovern gather with members of Shanghai's Society for Scientific and Technical Information following the signing of the joint venture agreement establishing IDG Shanghai.

IDG extended its reach within the People's Republic of China last week with the launch of IDG Shanghai. The company will serve the city of Shanghai and the surrounding region by providing conferences, seminars, expositions and information services.

This newest addition to the IDG family is a joint venture with one of Shanghai's leading providers of international and domestic science and technology information, the Institute of Scientific and Technical Information of Shanghai (ISTIS).

The new company will build on ISTIS's 30 years of experience in the local market. ISTIS currently offers Shanghai's high-tech industry customized research reports focusing on both foreign and domestic technology issues, a conference service and two magazines, the bimonthly *Electronics & Automation* and the bi-

-SEE PAGE 2

Latin American managers stress cooperation

Greater cooperation and resource sharing were the dominant themes as representatives of IDG publishing operations in nine Latin American countries gathered in Miami this month for their annual Latin American Managers Meeting.

After IDG President **Walter Boyd**'s welcoming remarks, IDG Spain General Manager **Paco Zabala** briefed attendees on market conditions in Spain. Competition is becoming fierce in Spain, and Zabala described successful strategies that might

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World Update

Ecuador's Rafael Roldan (left) and Panama's Guillermo Ronderos and Luis Henao confer during a break at the managers meeting.

Shanghai

- FROM PAGE 1

World Update

Pat McGovern presents ISTIS Director Qian Zhishen with a crystal gavel following the signing of the joint venture agreement in Boston last week.

weekly *Foreign Science & Technology News*, each with a circulation of 10,000.

"I was very impressed with the talent of the ISTIS people I met during my visit to their building in Shanghai and with their research facilities," said IDG Chairman **Pat McGovern**.

22% REVENUE GROWTH

According to **Hugo Hsiung**, IDG director for Asia business development, Shanghai is an attractive and fast-growing market — the compounded annual revenue growth rate of its computer industry from 1986 to 1991 was 22% — which offers IDG significant opportunity deriving from:

- A newly emerging and fast-growing IT market.
- Sound infrastructures for conducting IT information service business.
- A well-educated labor force.
- Unmet demand for IT information services. Shanghai currently has some 20 foreign consulting firms, however, there are as yet no companies specializing in providing IT information services.

"For all these reasons," said Hsiung, "it makes sense for IDG to set up an operation in Shanghai and be the first to offer IT information services to this market."

IDG's Chinese operations serve distinct markets

The launch of IDG Shanghai brings the total number of IDG operations in mainland China to five. IDG's strategy in China is driven largely by factors unique to this nation, many of which derive from its government-regulated planned economy. All major investment decisions for the country's IT industry are made by the central government in Beijing. For this reason, IDG has located its major publishing operations in this city.

Despite this centralized decision making, China's economy remains largely segmented, with various regions focusing on different areas such as research and development, manufacturing and exports. Domestic communications are frequently difficult as is travel between provinces, and a variety of spoken dialects have also contributed to business being done in many places on a very localized basis. IDG's Shenzhen operation and the newly opened Shanghai office are intended to serve those local markets and their surrounding regions.

- **China Computerworld. Established in 1980 in Beijing, China Computerworld is IDG's oldest and most successful Chinese operation to date. It currently publishes *China Computerworld, PC World China, Electronics International* and *China Network World.***

- **IDG High Tech Company. This operation, also located in Beijing, was set up in 1989 and focuses on book publishing and magazine publishing. It has recently licensed several IDG Books titles for translation and publication in China and publishes a monthly magazine called *New Product World.***

- **IDG Shenzhen was established in 1992 in this special economic zone designed to provide services to the rapidly growing IT OEM industry in this city, just a stone's throw from Hong Kong. The company focuses its operations on trade shows — next month it will host China's first laptop computer show — and newsletter publishing.**

- **IDC Beijing was also launched in 1992 to provide research services on the Chinese market for domestic and international clients. This organization reports directly to IDC China/Hong Kong in Hong Kong.**

- **IDG Shanghai will serve the city of Shanghai and the surrounding region providing research services, publications and a variety of trade shows and expositions.**

AmigaWorld joins TV venture

AmigaWorld has joined forces with the Sci-Fi Channel, a U.S. cable television station, to air a series of Amiga-generated space animations on episodes of one of Sci-Fi's programs, *Inside Space*. Beginning with the March issue, *AmigaWorld* is asking readers to create and send in animations with an astronomy theme.

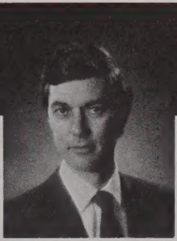
Larry Ross, producer of *Inside Space*, said his staff is excited about the video contest. "Our mission is to inform and excite viewers about space exploration through both science and imagination. The contest gets Amiga enthusiasts involved in future frontiers in both space and multimedia."

"The prospect of a joint venture with a quality cable program such as *Inside Space* is an exciting chapter in history for *AmigaWorld* readers," said Editor-in-Chief **Dennis Brisson**. Amiga owners will be happy to see their favorite computer receive the long-overdue recognition and national attention it deserves, he added.

The two companies will also produce a videotape, *AmigaWorld/Inside Space Animations*, which will be released in 1993 by *AmigaWorld*.

On line

ASK KIRK



IDC President Kirk Campbell takes a turn as guest columnist this week.

Q IDC research showed that in 1992 U.S.-based IT vendors won their first market share gains since the mid-1980s. Do you think this is the start of an upward trend?

A The fundamental restructuring of the IT industry, which is well under way, has worked in general to the advantage of U.S.-based vendors. The old vertically integrated business model clearly is obsolete in today's marketplace.

The new rules of the game call for decentralized business units that are focused on delivering the best products in a selected segment. U.S.-based vendors are moving more quickly than their European or Japanese competitors in every major sector. Whether it is in semiconductors, peripherals, processors, software or systems integration, it is a U.S. company that is the leader today. As a result, U.S.-based vendors will continue their market share gains for the next few years. We expect it will take until the end of this decade for Japanese and European vendors to adjust their strategies and organizations to fit the new industry model and to begin to regain their market share losses.

Q What new markets, if any, do you see IDC entering worldwide?

A This question could mean new markets in terms of technologies, countries or customers, so I will give a brief answer from each perspective. IDC currently conducts research in virtually every significant technology segment of the IT industry with the exception of semiconductors. As part of IDC's ongoing research, we are constantly evaluating and sizing potential new markets for our clients. Just a few of the many new technology markets we are studying include personal digital assistants, massively parallel computers, wireless data networks and interactive multimedia.

Geographically, IDC has the globe pretty well covered. Our 35 research offices worldwide cover over 95% of the world's IT spending. Not every office covers every technology area, so we are adding new technology coverage in different countries as we find customer demand.

From a customer market perspective, our traditional clients are the market research, product planning and management functions in vendor companies. We are seeking to expand our customer base to include sales managers. Our recently repositioned Product Resource Group, managed by Vicki Brown, is leading the charge to develop database and tactical information products for this relatively new IDC customer.

Q Everybody these days is talking electronic publishing. What are IDC's plans for electronic distribution of research?

A We currently offer all IDC English-language research in CD-ROM format. This product is updated quarterly and is selling well. We also have an in-house task force studying on-line delivery alternatives, and we will announce new types of delivery in the fall of this year.

Q What's our strategy with IDC Japan? Is it true that we're No. 3 in the market, and what will it take to get to be No. 1?

A I believe that it is true that Nomurai Research Institute and Dataquest do more business in Japan than IDC. However, IDC has an excellent reputation in Japan since we have been established there since 1975. Early this year we hired a highly experienced market researcher, Atsuo Ochi, to serve as product champion in leading our research and sales organization in Japan. We also increased our local Japanese research staff by about 50%. We now have an unmatched research team in place, and we expect to see IDC's market share and revenues increase rapidly as a result. We will not be No. 3 for long!

Q Technology Investment Strategies Corp. (TISC) and LINK Resources were merged back in to IDC last year. How are these mergers going?

A Both mergers are proceeding smoothly and according to plan. We have integrated the research teams for both TISC and LINK closely into IDC's research team. Other aspects of IDC's successful business model are being applied to the two companies. Both TISC and LINK are ahead of plan year-to-date. We are very excited to have TISC's highly profitable leasing group and its IT end-user analyst expertise back inside IDC. In addition, we believe that joining IDC analysts with LINK researchers who are experts in emerging opportunity areas such as multimedia, electronic services, and the consumer market will greatly benefit IDG's overall position in the IT research business as the computer, communications and consumer electronics industries merge.

What's on your mind?

Each week, "On line" features IDG executives who answer your questions about any aspect of IDG's business. IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy alternate weeks with a guest columnist. Questions may be submitted anonymously to IDG World Update *via mail, fax (617-423-0712) or E-mail box P.Winn or P.Smith.*

Managers offer capsule views of Latin markets

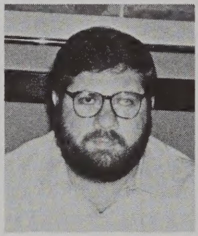
At the recent Latin American Managers Meeting representatives of IDG companies throughout the region reviewed activities and conditions in their markets. Here is a summary:

ARGENTINA

Argento

IDG Argentina is experiencing a banner year, with revenues to date 54% ahead of plan, and expectations are high for continued growth. Company strategy is to ignore competitors on the newsstand and go directly to the desks of decison makers. The staff is planning a series of buyers' guides and is studying launching *Infoworld Direct* for the local direct market. A series of sponsored newsletters has been launched, the first on technology trends and sponsored by Hewlett-Packard. IDG Argentina is growing rapidly and closing in on the $1 million revenue mark. The Argentine economy is improving and inflation has been controlled, although prices remain very high. The government has implemented privatization and tax reform and cut the deficit, but social welfare costs are putting an increasing strain on employee paychecks. - **Ruben Argento**, general manager

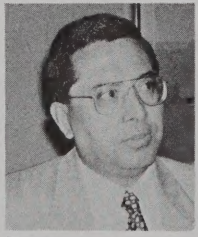
BRAZIL



Santos

In the last year Brazil changed publication names to leverage IDG's brand recognition. *Data News* became *Computerworld Brazil*, and *PC Mundo* became *PC World Brazil*. *Computerworld Brazil* enjoys an 85% market share. Brazil is ahead of plan so far in 1993 and expects to finish the year ahead of plan. IDG Brazil publishes buyers' guides to generate additional revenue and has begun experimenting with single-sponsor magazines. The first is a communications magazine sponsored by Novell. The Brazilian market was only recently opened to outside computer companies, and companies such as Acer and Hyundai are making major efforts in the market. Year-to-date revenues at IDG Brazil are up 30%, and the company expects to finish the year 12% ahead of plan. - **Claudiney Santos**, for IDG Brazil

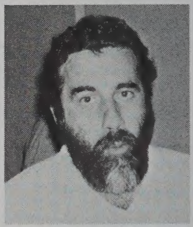
CHILE



Barros

Computerworld Chile finished the year 10% ahead of plan and expects to double its revenues in 1993. *CW Chile* currently distributes 10,000 copies. About one third are by subscription and two thirds on the newsstand. As a tabloid, *CW Chile* has no problem on the newsstand, as it is placed with the national economic tabloids. With a 45% market share in Chile, *CW* is three times the size of its nearest competitor after less than one year of publication. It is now the official publication of the major IT show in Chile. The staff is studying the market for the most opportune moment to launch a *PC World*. The Chilean economy remains very strong, growing 10% in 1992. The IT market is growing at two to three times that rate. - **Oscar Barros**, president

COLOMBIA



Villate

In the first month after its takeover by a new licensee last fall, *Computerworld Colombia* was overhauled and put on a break-even basis after several years of losses. In the first five months under new management, ad sales grew 44% after adjustment for inflation. A new team is rebuilding the publication's circulation and image. Back issues are being given away at universities as a promotion.The *CW* staff is working with major vendors to obtain customer lists and send free trial issues, and there is follow-up by telemarketers. The early months of the year are traditionally slow in the Colombian economy, and substantial growth is expected beginning in April. There is much opportunity in the Colombian market, with '92 market growth of 47% in hardware, 90% in software and 300% in telecommunications. - **Ciro Villate**, director

ECUADOR

Roldan

IDG's partner in Ecuador recently split its company in two, placing publishing activities in one unit and show and exposition activity in the other. In 1992, *PC World Ecuador* increased revenues 47% and profits 84%. The *PCW* circulation is 4,500 with a long-term goal of growing to 10,000. Subscriptions are a major challenge in Ecuador, as the customary method of personal sales is very expensive. With market growth and privatization there is a major opportunity in the telecom markets of Ecuador. *PCW Ecuador* is the dominant publication in the market with one minor magazine competitor and an IT section in one daily newspaper. The president of Ecuador receives *PC World* subscription No. 1! - **Rafael Roldan**, president

MEXICO

IDG Mexico finished fiscal 1992 10% behind planned profit, but the staff felt it had done well considering economic conditions. The Mexican economy is not booming the way many think it is. There is much uncertainty about the North American Free Trade Agreement under the Clinton administration. The peso is 30% overvalued, and the trade deficit is growing. Money is in short supply, hurting small business. *PC World Mexico* is not yet profitable, and steps are being taken to cut costs. Increasing

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, March 29, 1993

FULFILLMENT/DATABASE COORDINATOR (IDG NEWS GROUP)

The individual in the position will have the opportunity to learn circulation, editing, marketing and advertising all under one roof. Excellent organizational and communication skills required, as well as typing of at least 50 wpm. Computer experience with DOS and MS platforms, dBase or Foxbase, Xywrite, Signature and MS Word Software programs beneficial.

CONSOLE OPERATOR - PART-TIME (IDG COMMUNICATIONS)

The individual in the position must be client-services oriented to interface daily with outside clients and other IDG divisions. The qualified candidate will work on a very busy console, should be PC literate and have a working knowledge of WordPerfect, Microsoft Works, with exposure to Smartcom. Familiarity with Rolm, Northern Telcom Norstar, and Nynex Meridian SL1 consoles preferred. The ideal candidate will have the ability to train users on Northern Telcom StarTalk, Meridian Mail and Rolm Phone Mail. This is a second opening for this postion.

ADMINISTRATIVE ASSISTANT - PART-TIME (IDC)

The individual in this part-time position (approximately 13-15 hours per week) will support the Sales Department. Responsibilities will include: word processing, typing proposals, contracts, mass mailings, presentation kits and filing.

CHIEF OPERATING OFFICER (WORLD EXPO)

This senior level executive will assume overall operational responsibilities. The ideal candidate will have a combination of technology, international, SIS, marketing, trade show and general management experience.

INTERNATIONAL EXHIBIT SALES REPRESENTATIVE (WORLD EXPO)

The incumbent in this position will be responsible for selling exhibit space in overseas expositions to American prospects through telephone and face-to-face presentations. International experience, a college degree and familiarity with the computer industry are required.

BUSINESS MANAGER (WORLD EXPO)

The ideal candidate will be primarily responsible for working closely with the World Expo management team and in meeting WEC's business plan. Areas of direct responsibility include budgeting, forecasting and financial analysis. This individual will serve as the direct contact to the IDG Corporate Accounting Department. Ten years business management experience in a related industry with a degree in finance, accounting or MBA preferred. International experience strongly desired.

CIRCULATION ASSISTANT (CIO)

This individual will be responsible for performing all duties related to subscriber customer service, answering the customer service line, maintaining database, processing all back issue sales, as well as providing general clerical support for the Circulation Director, Fulfillment Manager and List Manager. The ideal candidate will possess excellent phone skills, Macintosh experience, and experience working within a publishing environment.

SENIOR ANALYST, MASS MARKET TELECOMMUNICATIONS (LINK RESOURCES)

Responsibilities for this position include primary research to provide quantitative and qualitative analyses of several markets, as well as to provide capabaility to identify emerging technologies. Additional responsibilities include account management and sales marketing support. Strong writing and presentation skills required, along with 3-5 years telecommunications industry experience.

FLUEGELMAN INTERN (TECH MEDIA PUBLISHING)

Desktop Video World seeks a six-month intern with an interest in the publishing industry. This internship is designed to give the individual training in copy editing, proofreading, news writing and Macintosh desktop publishing. Other duties include obtaining products and artwork for reviews, managing vendor files and editorial fact checking.

ADMINISTRATIVE/SALES ASSISTANT (COMPUTERWORLD)

Reporting to the VP of Administration, this person will be responsible for administrative support of the general anager, Sales/Client Services department and VAR Sales Manager. Further responsibilities will include preparation of correspondence and proposals to clients, input and maintenance of sales automation file (SNAP), and the distribution of media information. The ideal candidate should be detail-oriented and be willing to take on responsibilities. Word Processing skills required and spreadsheet software knowledge a plus. Exposure to sales/service environment required.

EDITOR, TEST SUPERVISOR (INFOWORLD)

This person will ensure that the product comparison and reviews meet InfoWorld's standards, coordinate day-to-day editing processes, enforce deadlines and supervise a small team of technical analysts. Three-five years editing or journalism experience, preferably within a PC industry required.

DIRECTOR OF MARKETING (PC WORLD COMMUNICATIONS)

PC World seeks an individual to conceptualize, present and implement new marketing strategies to optimize long-term revenue opportunities. Other responsibilities will be to develop and implement sales promotion programs, collateral, trade show activities, and to help maximize value-added services. Prior experience with a computer publication preferred. This individual must be able to manage a diverse department with the ability to communicate effectively. Prior managerial experience preferred, IBM PC or compatible experience essential.

SENIOR ASSOCIATE EDITOR/FEATURES (MACWORLD)

Primary responsibilities will be to develop editorial content of features, supervise features editors, ensure quality of features, coordinate activities of contributing editors, provide technical expertise to the magazine and act as a representative of the magazine.

ADMINISTRATIVE ASSISTANT (MACWORLD)

This individual will provide clerical, office and customer service support to the President and, as well as provide support in administrative facets to other staff.

CIRCULATION DIRECTOR (INTEGRATED MEDIA, INC.)

Reporting to the Divisional President, this individual will manage the circulation department for three publicationms. Responsibilities will include managing the budget, circulation modeling and developing new sources of business. Acquisition experience helpful.

SENIOR DESIGNER (INFOTAINMENT WORLD)

Responsibilities will include design and layout of the editorial content of *GamePro*. Excellent graphics and illustrative design experience, knowledge of film/color seps and printing as well as fluency in Macintosh desktop publishing required. Four to five years working in a design/ad or publishing environment essential.

DESIGNER (INFOTAINMENT WORLD)

Under the direction of the Associate Art Director, this individual will be responsible for the design and layout of the editorial content of *GamePro*. Excellent communication skills, ability to participate as a team-member and fluency in Macintosh desktop publishing required. This entry-level position requires 1-2 years design experience.

Job Opportunities

Revised: March 29, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	A/P Data Entry - Part-time	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Bookkeeper	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Senior Tax Accountant	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Computer Operator	Framingham, MA	E. Bocko	(508)935-4704
IDG/NG	Fulfillment/Database Coord.	Boston, MA	M. Cornetta	(508)935-4734
IDG/C	Console Operator - Part-time	Framingham, MA	M. Cornetta	(508)935-4734
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
WEC	Int'l Exhibit Sales Rep.	Framingham, MA	S. Perry	(508)935-4407
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
NWW	Washington Editor	Washington, D.C.	E. Bocko	(508)935-4704
NWW	Fluegelman Intern	Framingham, MA	E. Bocko	(508)935-4704
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	G. Bond	(617)422-8035
CIO	Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Copy Editor	Framingham, MA	L. McCreary	(508)935-4618
LINK	Sr. Analyst-Mass Mtk. Telcom	New York, NY	M. Winther	(212)627-1500
IDC/G	Research Director	Vienna, VA	E. Bocko	(508)935-4704
TMP	Fluegelman Intern	*Desktop Video,* Peterborough, NH	G. Lodge	(603)924-0392
IDC	Administrative Assistant - P/T	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Program Manager Network Support & Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Program Mgr. Sys. Integration	Framingham, MA	M. Melenovsky	(508)935-4259
IDC	Admin. Assistant - Systems	Framingham, MA	D. Bernardi	(508)935-4361
CWPI	Admin./Sales Assistant-P/T	Framingham, MA	P. Marcotte	(508)879-0700
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Administrative Assistant	Rochelle Park, NJ	V. Galbo	(201)587-0090
IW	Editor, Test Supervisor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Vice President of Sales	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Page Layout Specialist	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Receptionist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Director of Marketing	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Executive Editor	*Multimedia World,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Senior Editor, News	*PC World,* Texas	R. Glitman	(415)978-3195
MAC	Sr. Associate Editor/Features	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
MAC	Administrative Assistant	*Macworld,* San Francisco, CA	A. Carroll	(415)267-1778
MAC	Executive Sales Assistant	*Macworld,* San Francisco, CA	S. Dolan	(415)978-3159
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Senior Designer	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Designer	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Receptionist/Admin. Support	*Infotainment World,* San Mateo, CA	J. Smith	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

revenues is difficult in the current Mexican IT publishing environment of extreme rate cutting. IDG Mexico has seven years of experience in expos and plans to do more in this area. One company goal is to generate one third of revenues from advertising, one third from circulation and one third from expos. - **Henry Morales**, general manager

Morales

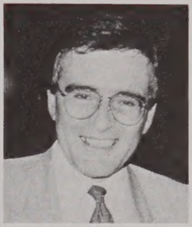
PANAMA

Ronderos

PC World Panama launched in January with a new IDG partner in Panama that also publishes *Panama Trade News*. *PCW Panama* uses much material from *PCW Ecuador* with the addition of local material and a local cover. Panama is a small but sophisticated market of 2.2 million people that acts as a redistribution center for much of the Central American market. It is an open market with a wide diversity of brands available. Initial circulation of *PCW Panama* has been 1,000, and the goal is to achieve a circulation of 3,000 by year's end. There are just two competitors, one published out of Costa Rica and one that is a supplement to a local daily newspaper. The Panamanian economy is very stable as its currency, the balboa, is pegged to the U.S. dollar. The IDG partners also produce the largest office automation show in Panama, which will be used to promote *PC World*. - **Guillermo Ronderos**, director

PERU

Business is booming for IDG in Peru. *PC World Peru* is a biweekly supplement to *El Comercio*, the country's largest daily. It circulates more than 150,000 copies, and it has increased the circulation of *El Comercio* by more than 30,000 copies on the day it is inserted. *PC World Peru* has a 50% market share and is able to carry much more timely information than any competitor. The classified advertising section is proving very popular because it contains a good deal of price information. *CW Peru* is slated for launch April 14 as a stand-alone publication, debuting at a big biennial show in Lima. It will initially circulate 5,000 copies and have color throughout. The political and economic situation is improving in Peru. Inflation has been lowered from 7,500% in 1989 to 57% in 1992. The prospects of more political stability are also fueling growth in the market. - **Edwin Basso**, for *PC World Peru*


Basso

VENEZUELA

Nagy

World Update photos

1993 revenues are 13% ahead of plan during the weakest period of the year, auguring well for the total year. IDG publications dominate the Venezuelan market with more than 80% market share. The PC-oriented *Micro Computerworld* will soon change its name to *PC World*. The company has an excellent show opportunity in hand, as the local association of computer vendors has invited IDG to come in on their major show in Caracas. Two recent military coup attempts notwithstanding, the political and economic situation in Venezuela is stable. The coups failed precisely because democracy is so deeply rooted in the population. Drastic economic reforms were adopted that raised resentment in some areas of the population but which will have long-term benefits for the economy and the IT market. - **Kalman von Vajna Nagy**, president

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Managers

- FROM PAGE 1

be used in Latin America.

World Expo CEO **Jim Povec** discussed changes and new directions in his organization. WEC is looking for new ways to partner with IDG publishers in the production of IT shows. The emphasis is on win-win partnerships where WEC brings expertise and training in the show business and the IDG publishing unit provides local market expertise. The two would share in project revenues.

There was much talk about more and better ways to share resources and leverage IDG's size and reach. By working with International Marketing Services President **Frank Cutitta**, the managers want to increase the ad sales representation in Miami to take advantage of the increasing amount of ads being booked into Latin America from that location.

In the editorial arena, the group laid plans for greater resource sharing for the *PC World* and *Computerworld* product lines. International News Group President **David Hill** and Mexican General Manager **Henry Morales** will be developing a Spanish version of the IDG News Service. Material will be distributed first on disk and later on line as the region's telecom facilities improve.

For *PC World*, the Latin editions will be among the first to take advantage of the digital audio tape (DAT) distribution system developed by the PC World Global Product Support Center in San Francisco. Business units will receive DAT drives and be sent a monthly cartridge containing the full text and graphics of *PC World*.

The DAT program may also be extended into the Spanish language. PCW Support Center staff will begin working with *PCW Spain* staff to prepare their material for distribution. The goal is to have complete Spanish text and graphics of *PC World Spain* available to the Latin American editions.

IDG Chairman **Pat McGovern** praised the managers' cooperative efforts and urged them to work together to establish whatever cooperative activities they feel they need to be more competitive.

Infotainment World internship program augments lean staff

Infotainment World's recently instituted internship program is proving to be a win-win arrangement providing the company with talented part-time workers and area college students with an opportunity to gain valuable professional work experience prior to graduation.

The idea for the internship program had been kicked around the company for several years, according to Infotainment World Director of Human Resources **Christine Yam**, but it took the group's newly established Infrastructure Task Force to turn the idea into a reality.

"The internship program is a great way to create a pool of potential future recruits," noted Yam, adding that it also serves as a cost-effective way to augment a "very, very lean staff" with fresh, enthusiastic and eager workers.

The company will fund one part-time internship in each department. Department heads must submit a detailed job description that includes a variety of meaningful job responsibilities. "This is not intended to be just grunt work," noted Yam, "but an opportunity for these students to make a real contribution and gain solid professional credentials in the process."

Each of the paid internships will run for one semester (approximately four months) on an on-going basis, and interns will put in between 10 and 20 hours per week. The first intern, **Vincent Burns**, a senior majoring in mass communications at nearby Menlo College, began working earlier this month in *GamePro*'s art/production department. "This is something we've wanted to do since Day 1," said Director of Creative Services **Francis Mao**, who heads up the department. "We use cutting-edge pre-press technology in this group and have a lot to offer in the way of helping to expose someone to all aspects of magazine production."

According to Mao, Burns has worked with several different software packages, manipulating text and game screens as well as helped perform quality checks on film prior to shipment to the printer, "and that's just the first week!" he said.

The internships function as a training program for potential future employees, noted Mao. "It allows us to establish a pool of talented workers, oriented to the way we work, from which we can draw when and if full-time positions become available."

Clark celebrates 10th anniversary

Periodicals may come and go, but Dee Clark has remained a loyal fixture in the IDC library for the last decade. Hired in January 1983 as a library assistant, Clark was promoted to IDC librarian two years later. An active member of the IDC Human Resources Council, Clark last year won the IDC Excellence Award for her outstanding service to the company.

Clark and her husband Joe live in Bellingham, Mass. She has been treasurer of the Medway Friends of the Library for more than 10 years and enjoys gardening, reading and cross-country skiing.

THE RITZ-CARLTO

World Update

Pat McGovern escorted Dee Clark to lunch at the Ritz-Carlton.

Ciliberto marks 10 years of service

World Update

Pat McGovern recently joined Rick Ciliberto for an anniversary lunch in Boston. Ciliberto, organizer of Computerworld's popular golf outing each summer, presented McGovern with a driver and an invitation.

Computerworld Facilities Manager Rick Ciliberto began his IDG career in December 1982 in the maintenance department, moving up to maintenance supervisor two years later.

He was promoted to his current position in 1986 and is responsible for all operations, including space planning, security, environmental services and the mail center and warehouse. Ciliberto recently collaborated with other IDG employees in Framingham to reorganize the warehouse and make more room for IDG's financial records.

A licensed electrician, Ciliberto lives in Taunton, Mass., with his wife Kathy, a former CW employee, and eight-month-old daughter. He has a vacation home in Maine and enjoys skiing and golf.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week in March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Ursula Sauter - IDG Germany

TWELVE YEARS
Helga de Gregori - IDG Germany
Shirley Ingram - IDG Australia

TEN YEARS
Deborah Walsh - TechMedia

NINE YEARS
Anita Laule - IDG Germany
Richard Fachtan - IDG Germany

EIGHT YEARS
Joachim Herbert - IDG Germany
Dolores Hermosell - IDG Spain
Ramon Nacenta - IDG Spain
Rich Mikita - CW Database Division
Aromi Rajon - IDG France
Joan Swarms - PCW/Lotus Edition

SEVEN YEARS
Udo Elsner - IDG Germany
Simone Fiedler - IDG Germany
Joanne Hoffman - Macworld
Marie-Laure Dupuy - IDG France

SIX YEARS
Susanne Neuner - IDG Germany
Magdalena Koch - IDG Germany
Helmut Achatz - IDG Germany

FIVE YEARS
Peter Gruber - IDG Germany
Michael Welsh-Carroll - PC World
Kirk Campbell - IDC

FOUR YEARS
Robert Sawdon - CIO
Hiltrud Puf - IDG Germany
Kirsten Hojrup - IDG Danmark
Yvonne Lee - InfoWorld

THREE YEARS
John Kilcullen - IDG Books
Susanne Kiermeier - IDG Germany
Hans Königes - IDG Germany
Alfred Poschmann - IDG Germany
Andrea Piontek - IDG Germany
Nikolai Utpadel - IDG Germany
Vibeke Knudsen - IDG Danmark
Linda Nelson - Computerworld
Peter Pilkington - ERC UK
Josiane Liban - IDG France
Pat Lyons - InfoWorld

TWO YEARS
Isao Numajiri - IDG Japan
Christoph Burkhart - IDG Germany
Reinhold Harlacher - IDG Germany
Claudia Heidutzek - IDG Germany
Christine Kanschat - IDG Germany
Ingrid Kurz - IDG Germany
Nurhan Memis - IDG Germany
Lothar Miedel - IDG Germany
Peter Leslie Townsend - IDG Germany
Luis Martin - IDG Spain
Michael Gustav Hansen - IDG Danmark
Dag Holmstad - IDG Danmark
Kaye Sharbrough - Computerworld

ONE YEAR
Chitose Nii - IDG Japan
David Case - IDG Japan
Maggie Murphy - IDG
Mark Mistrik - IDC
Loreto Power - IDG Germany
Anders Hartmann - IDG Danmark
Niels Moller - IDG Danmark
Bundy Chanock - PC World
Tom Hoffman - Computerworld
Sarah Togher - IDC UK
Pascal Creusot - IDG France
Stephen Chin - Asia CW Hong Kong
Christopher Cormier - IDC

Where in the world are we?

Keeping track of the whereabouts of IDG colleagues worldwide is as easy as one-two-three.

One. A complete, up-to-date list of every IDG and IDC office worldwide is available on-line via BusinessTalk. After connecting to the system, you will see an icon called Address List. Select this icon and a screen will appear that lists IDC, IDG U.S. and IDG International publications.

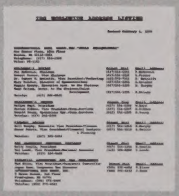
The BusinessTalk™ System

By selecting any one of these headings, you will get a complete listing of all the corresponding business units along with the name of the manager, mailing address and telephone, fax and telex numbers.

Two. Each November, IDG headquarters publishes a directory that lists the same information contained in the on-line directory. Beginning this November, this booklet will be sent to every IDG and IDC office worldwide.

IDG
Directory
1993
IDG

Three. Each month, headquarters publishes an updated Worldwide Address Listing, which contains any address changes made during the previous month. The listing is photocopied and mailed to anyone interested in receiving it. If you would like to be added to the distribution list for this update, please contact Marion Kibbee, vice president of corporate services, at 617-534-1200, fax: 617-859-8642; E-mail: M.Kibbee.



Do-er's profile

Simon Pearce

HOME: Chiswick, England

PROFESSION: Senior director, European Desktop Computing Group, IDC U.K.

JOINED IDC: March 1979

WHY DO YOU DO WHAT YOU DO? For personal fulfillment, fun and a living.

MOST CHALLENGING PART OF YOUR JOB? To achieve excellence in all things within constantly changing priorities.

OUTSIDE INTERESTS: Hill walking, croquet, computer games, driving in challenging conditions and the theatre.

FAVORITE VACATION: Bird Island, Seychelles. A tropical paradise in the Indian Ocean, 500 miles from other lands, with none of the routines and stresses of everyday living.

IF YOU COULD WORK IN ANOTHER JOB TOMORROW, YOU WOULD: Be a medical doctor.

SOMETHING YOU CAN'T DO BUT WISH YOU COULD? Learn to fly a helicopter.

SOMETHING YOU DO BUT WISH YOU DIDN'T? Watch too much TV.

IF YOU WERE INDEPENDENTLY WEALTHY, YOU WOULD: Move to Marin County [Calif.] and start a training company.

IDC U.K.

WORDS TO LIVE BY: Don't panic!

THREE ITEMS YOU WOULD BUY ON A LIMITLESS SPENDING SPREE: A 17th century English country manor house with 50 acres, an Aston-Martin station wagon, and a virtual reality entertainment system.

MANAGER'S PROFILE: "Simon has the unique ability to blend the skills of the pathfinder — able to catch the weak signals of the market in order to develop new services — with those of a manager to merge people and programs into new organizational structures of higher effectiveness and critical mass."

- Roberto Masiero, president, IDC Europe

IDG *World Update*

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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Hugo Hsiung, IDG

Christine Yam, Infotainment World

Tim Walsh, TechMedia

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

IDG Books boosts lineup with four new volumes
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- PAGE 3

PC execs view cutting-edge products at *IW's* Demo 93
- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 14 **APRIL 5, 1993**

Planning meeting stresses customer orientation

The focus was on customers, customers, customers as more than 40 IDG executives gathered last weekend for the annual Long-Range Planning Meeting at Babson College in Wellesley, Mass.

At the opening dinner Friday evening Chairman **Pat McGovern** made it clear this year's meeting would be different.

"In our decentralized operating style, we don't do long-range planning for you. Each of you does it for your own business unit," McGovern told the business unit heads. "So this is really a Long-Range Preparedness Meeting intended to give you some tools to help you with your individual planning processes."

A summary of committee reports appears on page 4.

Columbia University Professor James Mac Hulbert moderated most of the two days of meetings, continuously bringing the managers back to the subject of customers — customer service, customer satisfaction, customer focus and customer feedback.

As usual, employee task forces reported on the future working environment that IDG business units can expect.

Hard-working participants give Publishing Institute high marks

IDG's sixth annual Publishing Institute (PI) drew 22 of the company's high-potential publishing executives to Babson College in Wellesley, Mass., last month for a week of intensive work designed to help participants gain an in-depth understanding of the major components of IDG's publishing operations.

The five-day program focused particular attention on the core publishing disciplines of editorial, sales and circula-

-SEE PAGE 2

Front row: Tom Wilson, NW; Colin Crawford, Macworld; Randee Rubin, FCW; Susan Hanshaw, TechMedia Publishing; Adrian Mello, Macworld; middle row: Bob Carrigan, PC World; Tom Mathews, IDG HR; Rich Mikita, CW; Vicky Gonin, IW; Bob Ostrow, PC World; Mary Fanning, NW; Rick Espinoza, CW; Per Landin, IDG Sweden; Allan Alter, CIO; Susan Petrie, IDG; Jim Casella, IW; Steve Pelosi, IDG; Dale Strang, TechMedia; Bob Miller, meeting facilitator; Mike McCarthy, SunWorld; back row: Bob Ainsworth, IDG; Anne Armstrong, FCW; Craig Rockhold, MSD; Craig Pierce, IDG International News Group; Brandon Nordin, IDG Books; Steve Coit, IDG Board of Directors.

Publishing

- FROM PAGE 1

tion and finance using a combination of lectures, large-group discussions, role-playing and small-group problem-solving exercises. Participants gained an appreciation of the interplay of these activities and the impact each has on the others.

"Publishing creates some very natural and healthy tensions between various groups, for example, editorial and sales," noted *Federal Computer Week* Editor-in-Chief **Anne Armstrong.** "It's extremely useful to be exposed to other functional areas and gain an appreciation of the challenges facing those people. It increases the possibilities for us to work together to solve problems."

"What sets the Publishing Institute apart is its teaching of conceptual material within the IDG frame of reference," noted long-time IDG consultant and meeting facilitator Bob Miller. Because nearly all of the speakers are drawn from within the company, "the focus is very much on IDG publishing reality," said Miller.

"It was a great honor and opportunity to meet the majority of the U.S. senior management," said **Per Landin**, associate publisher PC Publications, IDG Sweden. "Speakers like **Bob Metcalfe, Walter Boyd** and **Jim Martin** presented a great deal of interesting material, as well as insight into the heart and soul of IDG."

REFLECTS MARKETPLACE

While the core curriculum remains constant, each year Miller works with IDG operating unit presidents to modify the program to reflect marketplace priorities and participant feedback. "This year, for example, we expanded the program to five days," said Miller, noting that most participants put in about a 60-hour week. "We tried four days, but it was just too intense," he said.

"This program is definitely not for the weak of heart," concurred IDG Director of Compensation and Benefits **Tom Mathews**, who said most nights people were hard at work until 9 or 10 o'clock.

Also new this year was the participation of IDC and World Expo. IDC President **Kirk Campbell** and Senior VP, Worldwide Research **David Moschella** and World Expo CEO **Jim Povec** each addressed the group during the week.

The program culminated with an exercise designed to help attendees synthesize the perspectives they had gained during the week. The group was divided into three teams and given a case study based on an actual competitive situation faced by an IDG publication. Each team was asked to formulate a long-term strategic plan to address the situation and make a presentation to a review board, which this year featured InfoWorld President **Jim Casella**, IDG Vice President of Financial Planning and Analysis **Susan Petrie**, Vice President/Controller **Ted Bloom** and TechMedia President **Dale Strang.**

"The case study was an extremely effective way for us to bring together the issues we had been discussing all week and apply them to a real-world situation," observed **Craig Pierce**, publisher at the IDG International News Group.

GROWTH POTENTIAL

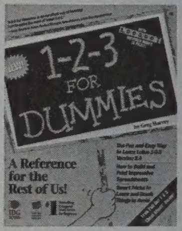
Attendees are nominated by their division presidents based on their potential for professional growth and ability to assume increased publishing responsibilities. The group is kept small — generally close to 20 — to ensure plenty of interaction among participants. An important secondary goal of the PI is to foster the growth of an informal network of colleagues that crosses departments, books and geographies, noted Miller.

"One of the most valuable aspects of the program was the way it brought together the various divisions, which is so important in this decentralized environment," noted **Mary Fanning**, Network World vice president, finance and operations. "It was also very useful to hear speakers from the various IDG business units discuss ways we can work together to benefit one another."

Despite the long hours and hard work, Miller noted there was an "incredible energy and sense of upbeatness" throughout the week. "There is a cornucopia of talented people at IDG," he said. "It's a can-do place, and it attracts can-do people. This quality was certainly reflected in this year's PI attendees."

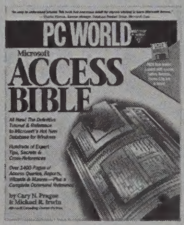
IDG Books adds four new titles

IDG Books has published four more titles to capture the imagination of computer users. The latest offerings on the shelves since January are:



1-2-3 For Dummies **by Greg Harvey. Price: $16.95. Already a bestseller in the U.S., the book demonstrates the "fun and easy way to learn 1-2-3 for the spreadsheet averse." Like all books in the ...For Dummies series, it features cartoons by Rich Tennant.**

Paradox 4 Power Programming SECRETS, 2nd Edition, **by Greg Salcedo and Martin Rudy. Price: $44.95. The revised and expanded international bestseller includes one 3 1/2" disk of valuable Paradox add-on tools.**



PC World Microsoft Access Bible **by Cary Prague and Michael Irwin. Price: $39.95. Billed as "the definitive tutorial and reference to Microsoft's hot new database," the book includes a 3 1/2" disk on Access tables, reports forms, clip art and more.**

Hard Disk SECRETS **by John Goodman. Price: $39.95. This insider's guide offers tips on how to cure hard disk problems before they start and includes a 3 1/2" disk of hard disk utility software.**

IDG employees receive a 30% discount on these and all titles when ordering direct from IDG Books. For more information, contact IDG Books at telephone 800-762-2974, fax 415-358-1260.

On line

ASK BILL

Q At last year's Long Range Planning Meeting you said the recession in the U.S. was over. How did you know so early?

A In February and March of 1992 many of the economic indicators in the U.S. had bottomed out, and the Federal Reserve Bank was pushing interest rates down. At the same time, the greatest unwinding of private debt the world has ever seen was well under way as companies went to the equity markets to convert debt to equity, and commercial banks continued to work their way out of the real estate malaise of the '80s. In summary, all of the pieces were in place for a resumption of economic growth.

The irony in all of this was that George Bush could not convince the voters that the economy was growing because corporate America continued to downsize and restructure, which in itself prevented any growth in employment. As a result he lost the election, based primarily on what voters perceived as a weak economy, when in fact the fourth quarter of 1992 was showing the highest rate of growth in gross domestic product in the last 10 years.

Q Can you apply your same techniques of foresight and predict when the recessions in Europe and Asia will end?

A Europe and Japan are working through many of the same issues the U.S. economy experienced. Because Germany is the locomotive of Europe, the German economy will give the first signal of a resumption of growth in Europe. The costs of the reunification plan in Germany, combined with the inflationary impact on the German economy, exceeded even the most pessimistic forecasts. To attract funds and to dampen inflation the central bank drove interest rates up, which then slowed the economy. They are now in the process of lowering rates in an effort to jumpstart an economy that showed negative year-on-year growth in the fourth quarter of '92.

Japan is going through an unwinding of debt built up in the '80s through excess speculation in real estate and stocks. Since real estate and stocks were used to a large extent to collateralize bank debt, it was like a house of cards when prices on both collapsed. The Japanese government is now proposing a massive stimulus program to revitalize the domestic economy.

The consensus is that Europe and Japan will show little or no growth in 1993 and moderate growth in 1994 as lower interest rates and economic stimulus start to have an effect. Since U.S. exports are tied closely to economic activity in these regions, it can come none too soon.

Q In your estimation, what does the future hold for IBM? With the new leadership in place, do you think the company can be turned around?

A There is certainly every reason to believe IBM can and will be turned around, but to predict what the corporate structure will look like 10 years from now is quite another thing. Since Louis Gerstner is a believer in decentralization, I am sure we will be looking at a multitude of lean and mean IBM companies somewhere down the road with a corporate culture quite different from what it is today. Bear in mind Gerstner also has a reputation as a dealmaker, which means he will likely rearrange the portfolio of companies by way of divestiture and acquisition.

Q Why do we hear simultaneously that unemployment in the U.S. is likely to remain relatively high and yet we are likely to have trouble finding people when we need to hire?

A Unemployment in the U.S. will remain stubbornly high as companies continue to downsize, restructure and automate. At the same time the defense sector is winding down and as you might expect there is a great mismatch of skills between job seekers and available jobs.

In market research and publishing, IDG typically looks for people with highly specialized skills and experience, which dramatically shrinks the universe of qualified people.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

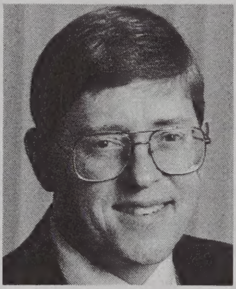
Long-Range Planning Committees present findings

A group of more than 30 IDG employees have been hard at work for the past three months gathering information that will enable IDG's U.S. business units to prepare themselves to meet the challenges of an ever-changing business climate. Participants examined the various aspects of the social, political, economic and technical environment in which IDG will operate in the coming years and prepared detailed reports outlining their findings. Here is a summary of those reports, presented at the IDG Long-Range Planning Meeting held March 26-28 in Wellesley, Mass.

CHANGING PATTERNS IN THE ACQUISITION, MANAGEMENT AND USE OF PERSONAL SYSTEMS IN THE 1990s

*Committee members: **John Gantz**, IDC, chair; **Paul Arabasz**, IDC; **Andy Bose**, LINK Resources; **Nancy Meachim**, IDC; **Rachel Parker**, InfoWorld; **Simon Pearce**, IDC U.K.*

The market IDG has customarily addressed—the IT professional, network manager, reseller, system or network vendor and power PC buyer and user—will expand rapidly, as the IT market increasingly overlaps with consumer electronics and information provider markets. At the same time, the total market for personal systems will be dividing itself into ever increasing segments.



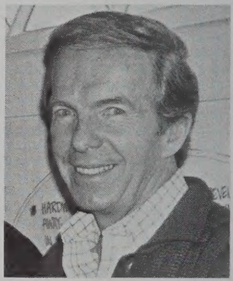
Gantz IDC

IDG is in an excellent position to pursue this market and should do so, with products developed from within or acquired. The company has to understand the developing segmentation between corporate, work-at-home and home personal systems markets, and this may require very targeted vehicles. This requirement may cause some collision between IDC operating groups and programs as they pursue business growth in some of the same developing segments; IDG will need a way to adjudicate that internal competition.

CHANGING PATTERNS IN THE SOCIAL, ECONOMIC AND POLITICAL ENVIRONMENT IN THE U.S. IN THE 1990s

*Committee members: **Bill Murphy**, IDG, chair; **Jane Creighton**, IDG; **David Foster**, Electronic News; **Bob Ainsworth**, IDG; **Jack Robertson**, Electronic News; **Milford Sprecher**, IDC Government*

The social trend of most concern is the disparity between those who are technologically literate and those who are not. This circumstance affects IDG's future work force as well as future markets for IDG products. While the increased demand for IT literature and training is a definite plus for IDG, the challenge is to find innovative ways to bring populations traditionally left behind in innovations — the old and the poor — more quickly into the mainstream of an information-based society.



Murphy World Update

On the economic side, continuing price cuts on PCs have greatly expanded the universe of potential subscribers to IDG publications. With the decline in large and mid-range systems, IDG has to be keenly aware of the changing needs of this segment's vendors and users. "Value-added" is the decade's buzzword, as clients will look for something that distinguishes IDG's products and services.

Politically, the reallocation of federal resources, combined with tax incentives, should benefit the IT industry. A North American Free Trade Agreement would provide an immediate boost to IDG Mexico as well as a strong export market for U.S. clients who will be using U.S. publications with distribution in Mexico. In 1994, U.S. vendors will focus on Europe, where surging economies combined with pent-up demand should enable them to dramatically increase revenues.

HOW TECHNOLOGY IS CHANGING OUR WAYS OF WORKING

*Committee members: **Martha Stephens**, IDG, chair; **T.E. Miller**, LINK Resources; **Alan Farias**, CW Database Division; **Sue Rogers**, IDG; **Don Best**, IDC; **Mary Gibbons**, IDC; **Wendi Smith**, Macworld; **Gloria Lodge**, IDG Peterborough*

Stephens IDG HR

Committee members presented LINK Resources data on "telework" technologies and who uses them, as well as information on how technology is changing ways of managing, improving employee productivity and increasing the potential for better customer service. The group reviewed findings from the recent IDG survey on traditional/non-traditional work arrangements, which underscored the 600 respondents' support for continuing alternative work arrangements. Extrapolating the survey results yielded estimates that one-quarter to one-third of IDG employees frequently work away from their physical office location. The report included sample guidelines on flextime and telecommuting and encouraged managers to adopt a "let's try it" attitude and test alternative approaches to work where appropriate.

Job Opportunities

Revised: April 5, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	A/P Data Entry - Part-time	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Senior Tax Accountant	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Computer Operator	Framingham, MA	E. Bocko	(508)935-4704
IDG/NG	Fulfillment/Database Coord.	Boston, MA	M. Cornetta	(508)935-4734
WEC	Office Services Assistant	Framingham, MA	S. Perry	(508)935-4407
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
WEC	Int'l Exhibit Sales Rep	Framingham, MA	S. Perry	(508)935-4407
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
NWW	Staff Writer/Senior Writer	Framingham, MA	J. Dix	(508)875-6400
NWW	Washington Editor	Washington, D.C.	E. Bocko	(508)935-4704
NWW	Fluegelman Intern	Framingham, MA	E. Bocko	(508)935-4704
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	E. Bocko	(508)935-4704
CIO	Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
LINK	Sr. Analyst-Mass Mtk. Telcom	New York, NY	M. Winther	(212)627-1500
IDC/G	Research Director	Vienna, VA	E. Bocko	(508)935-4704
IDC	Administrative Assistant - P/T	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
CWDD	Admin./Sales Assistant-P/T	Framingham, MA	P. Marcotte	(508)879-0700
CWPI	Copy Editor	Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Sales Assistant (2)	Burlingame, CA	S. O'Brien	(415)347-0555
CWPI	Sales Assistant	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Administrative Assistant	Rochelle Park, NJ	V. Galbo	(201)587-0090
IW	Account Manager	*InfoWorld,* Dallas, TX	C. Neumann	(415)572-7341
IW	Editor, Test Supervisor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Page Layout Specialist	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Receptionist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Assistant System Admin.	*PC World,* SanFrancisco, CA	J. Moody	(415)978-3289
PCW	Associate Publisher	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Director of Marketing	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Editor-in-Chief	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
MAC	Sr. Associate Editor/Features	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Senior Designer	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Designer	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Receptionist/Admin. Support	*Infotainment World,* San Mateo, CA	J. Smith	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, April 5, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted a brief summary highlighting the responsibilities and qualifications will be included.*

OFFICE SERVICES ASSISTANT (WORLD EXPO CORP)

Primary responsibilities for this position will include supporting the day-to-day operations of a 60-person facility. Other duties will encompass general office support for the Director of Information Services and Administration, overseeing the daily operations of the office, dealing with contractors to provide services, ordering office supplies, distributing mail and coordinating office functions. Basic computer (specifically MS Word and Lotus),organizational, and communication skills, as well as the ability to manage multiple projects required.

STAFF WRITER/SENIOR WRITER (NETWORK WORLD)

The reporter in this position will take over the management strategies section. The qualified candidate will be responsible for generating articles concerning corporate network information system strategies, stories related to personnel management and editing contributing columns. The incumbent's news beat will encompass emerging technologies such as imaging, multimedia and video-conferencing. One to two years reporting experience required, familiarity with technology a plus. Compensation commensurate with experience.

ADMINISTRATIVE/SALES ASSISTANT - Part-time (CWDD)

Reporting to the VP of Administration, this person in this part-time position (20-25 hours per week) will be responsible for administrative support of the general manager, Sales/Client Services department and VAR Sales Manager. Further responsibilities will include preparation of correspondence and proposals to clients, input and maintenance of sales automation file (SNAP), and the distribution of media information. The ideal candidate should be detail-oriented and be willing to take on responsibilities. Word Processing skills required and spreadsheet software knowledge a plus. Exposure to a sales/service environment required.

(2) SALES ASSISTANT (COMPUTERWORLD)

The person in this position will report to the District Sales Manager and provide all facets of administrative support. Responsibilities will include: fielding client/agency requests, preparing pre-sales call materials, generating reports, coordinating ad space bookings and prospecting potential accounts. This position, located in the Burlingame, CA office, involves heavy client interaction. Strong communications skills, WordPerfect and Harvard Graphics knowledge required. Five years previous business experience necessary, exposure to marketing/research environment, a plus.

COPY EDITOR (COMPUTERWORLD)

Responsibilities for this position will include editing and proofreading, laying out news pages and writing headlines. A Bachelor's Degree in English or Journalism and one year copy-editing experience required.

ACCOUNT MANAGER (INFOWORLD)

For this position, located in the Dallas, TX office, the incumbent will be responsible for interacting with client/agencies, pricing information and general administration support. The ideal candidate will be a flexible team-player with excellent organizational skills and an eye for detail. Knowledge of Q&A PC software and the PC Publishing industry a plus. Sales and/or administrative experience preferred.

ASSISTANT SYSTEM ADMINISTRATOR (PC WORLD)

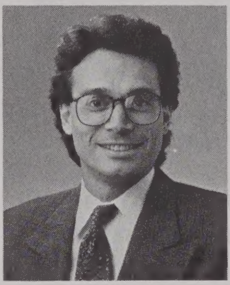
This individual will assist in the development and administration of professional online service. PC and Online administrative experience required. Knowledge of CompuServe and BBS software a plus and marketing experience preferred.

ASSOCIATE PUBLISHER (PC WORLD)

This individual will oversee all sales and marketing activities for the start-up of *Multimedia World*. Duties will include maximizing advertising pages, revenues and market share through capable management of the sales force, production and execution of publication marketing activities. Seven years minimum experience with space sales in a high-tech environment with and previous supervisory or management experience required. This position will entail considerable traveling. The qualified candidate must display an ability to set and execute both sales and marketing strategies in a fast-paced environment.

CHANGING PATTERNS IN THE ACQUISITION, MANAGEMENT AND USE OF ENTERPRISE INFORMATION SYSTEMS (EIS) IN THE 1990s

Committee members: ***David Vellante****, IDC, chair;* ***Peter Burris****, IDC;* ***John Watts****; Computerworld;* ***Kathy Dinneen****, IDG Research Services;* ***Chris Christiansen****; IDC;* ***Judd Aschenbrand****, IDG Research Services;* ***Ed Scannell****, InfoWorld*

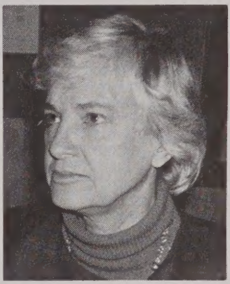

Vellante IDC

Multiple systems architectures have become embedded in most organizations. Various buyers, sellers and priorities have further complicated the process and led to a lack of cohesion and waste. While EIS promises to eliminate much of the waste and allow companies to make better decisions, the challenges of integrating the enterprise are significant. To meet these challenges, the group proposed three goals: 1) provide a mechanism for communicating across an entire organization between top management, MIS and end users; 2) provide an open environment that allows easy technology transfer and low costs and 3) provide a foundation to dramatically improve decision quality.

The group's observations included many points. Assisting MIS — and vendors selling to MIS — in understanding and embracing broader industry trends that are driven by end users will help MIS maintain and expand its domain and represents a continued business opportunity for IDG. Understanding and following the demise of traditional large systems and assisting customers and vendors in repositioning the mainframe can be a money maker. Downsizing, re-sizing, rightsizing, downcosting and upsizing are real; assisting users in better understanding appropriate strategies and technologies for these initiatives is hot. Understanding indirect channels will become more important.

CHANGING PATTERNS IN THE ACQUISITION, DELIVERY AND USE OF INFORMATION IN THE 1990s

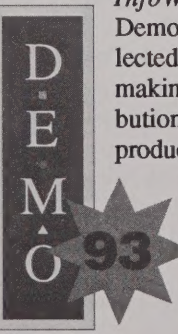
Committee members: ***Diane Gamble****, LINK Resources, chair;* ***Paul Earl****, Emerging Technology Applications;* ***Peggy Fischer****, LINK Resources;* ***David Hill****, IDG International News Group;* **Jim Martin***, Macworld;* ***Bob Metcalfe****, InfoWorld;* ***Steve Sieck****, LINK Resources;* ***Dave Taylor****, SunWorld*


Gamble World Update

While the 1992 committee looked at this topic vis-a-vis IDG business units, the members this year looked outward and reviewed secondary literature, examined key trends and their impact on industry structure and profiled the electronic media initiatives of selected publishing competitors. The main themes behind the trends summarized included: 1) increasing personalization (i.e. shifting editorial control away from the primary editor/publisher and closer to the user), 2) multimedia delivery formats and the linkage, by editor or user, of content from previously distinct sources and delivery formats and 3) dramatic changes in the facilities (i.e. networks, user devices, logical environments) available for information delivery. The group also interviewed and analyzed the opinions of key leaders in the industry.

In order to "win" in the new information environment, information companies could: 1) use interactive media to engage in a constant dialogue with customers, 2) meet the user halfway by providing the tools for customers to design their own services, 3) emphasize customer support and ancillary services, 4) use partnerships, outsourcing, etc. to focus capital and creativity, 5) package and support complete, integrated solutions, and 6) provide a standardized, open environment of information resources.

InfoWorld's Demo 93 attracts record turnout



The third annual Demo Conference, held for the first time under *InfoWorld*'s direction earlier this year, introduced a host of new products to PC industry executives in an unconventional trade show atmosphere. The banking firm of Cowen & Co. cosponsored the event.

More than 600 attendees — 200 more than expected — came to Palm Springs, Calif., for an event that is part of a continuing effort to position IDG at the leading edge of the industry, said **Lia Lorenzano**, director of *IW*'s Editorial Events Group. This year *InfoWorld* Editor-in-Chief and Demo founder **Stewart Alsop** selected 60 new products he felt were making the most significant contributions to the industry, and those products were showcased in a setting that emphasized learning, not selling. Experienced technologists, rather than marketing reps, delivered in-depth technical presentations. Six new products premiered during the conference, including Watermark, a document image processing software package, and a device by Nomadic that links personal digital assistants to PCs.

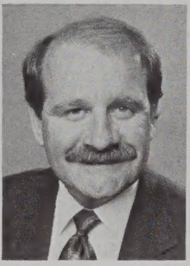
The proceedings were highly interactive and spirited. In one popular session, the "product shootout," vendors went head-to-head touting their products' features, and the audience voted for their favorites via an applause meter.

After hours, during a reception sponsored by Borland, CEO Phillippe Kahn soloed on saxophone, and other musically inclined industry luminaries got together later for a jam session. Microsoft also handed out squirt guns that got everyone into the act.

Noteworthy !

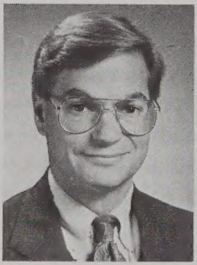
PROMOTIONS

PC World Publisher Richard Marino recently announced the promotions of **Bernard Theobald** to senior vice president/national accounts director and **Jeff Edman** to vice president/director of advertising.



Theobald PC World

Formerly senior vice president of advertising/sales, Theobald will manage the growth of *PC World*'s national accounts and serve as corporate liaison between the magazine and the Marketing Services Division. He joined *PCW* in July 1991 and has held numerous positions during his 14 years in publishing, including seven years as associate publisher of a magazine group at Cap Cities/ABC, Inc.



Edman PC World

Edman, who was appointed vice president of national accounts last fall and also served as interim Western sales manager, will manage *PCW*'s national advertising sales team, among other responsibilities. A seven-year veteran of *PC World*, he is the founder and former publisher of the *PC World Buyer's Guide for Windows*, now in its third edition. Before joining IDG, he served 11 years as division manager for ad sales for the Pattis Group's computer magazine division.

"As publishers, we're responsible for helping our customers meet the challenge of finding the right mix of price, feature and distribution channel for their products, namely by making accessible the research we've gathered through market and reader studies," Marino said. "With Bernie's and Jeff's appointments, we've got two of our best people in positions where they can readily provide this much needed service and counsel."

■ ■ ■

MacAskill World Update

Skip MacAskill has been promoted to senior writer at *Network World* where he will continue to cover the internetworking beat. MacAskill joined *Network World* in 1991 as a copy editor and was promoted to staff writer one year later. "Skip has quickly become versed in the range of technologies related to his beat. He has worked hard to develop a strong working knowledge of the companies he covers and successfully combined that knowledge with his knack for digging up news to produce a steady stream of breaking news stories," said Assistant Managing Editor/News Paul Desmond.

■ ■ ■

TechMedia Publishing in Peterborough, N.H., has reorganized part of its division to improve communications among its various departments. As a result, two individuals have been promoted and one has been rehired.

Hired as a circulation assistant in December, **Monica Lougee** is now an administrative assistant to President Dale Strang and Advertising Director Mike McGoldrick. She is taking on office manager responsibilities as well as providing customer service for advertising and circulation, maintaining the advertising database and sending out media kits.

Three-year veteran **Mary McCole**, previously assistant to the president and customer service liaison, has moved up to promotions coordinator, a newly created position. She'll be working with Marketing Director Wendie Marro to support ad sales, circulation campaigns and ancillary product marketing.

Debbie Bourgault previously worked in Peterborough for eight years, most recently as a special products manager, and has been rehired as TechMedia's circulation/special products fulfillment coordinator. She specialized in secretarial/clerical skills while in high school and counts long brisk walks, quilting and bike riding among her interests.

TechMedia Publishing

(From left) Monica Lougee, Mary McCole and Debbie Bourgault

"Previously, we had people doing repetitive functions, such as having one marketing person in each department," said Director of Operations Susan Hanshaw. "We felt we could be more efficient and be better marketers, and also serve our customers better, by consolidating these efforts and giving people responsibilities across all the departments."

NEW EMPLOYEES

Janett Kennedy has signed on as a sales assistant for *Multimedia World*, working with the company's Eastern and Western sales managers to make sure the department is running smoothly. Most recently she was a marketing assistant for a hotel management firm that owns and operates three luxury inns. Kennedy has a BS in international marketing from San Francisco State University and enjoys skiing, hiking and going to the beach and Giants baseball games.

■ ■ ■

IDG Books' Indianapolis office welcomes **Cindy Phipps** as a production coordinator. She previously worked at Prentice Hall Computer Publishing, spending three years in operations and five years in the company's production department. Phipps is taking classes at Indiana University/Purdue University at Indianapolis working toward a general studies degree with a minor in psychology. Outside the office she enjoys spending time with her nieces and nephews.

Calendar 1 2 3

APRIL 22-23
Images & Tools '93
An electronic art and design conference by Sumeria, Inc.
Mark Hopkins Inter-continental Hotel
San Francisco, Calif.

APRIL 26
IDC Briefing Session
Dolder Grand Hotel
Zurich, Switzerland

MAY 4-6
LotusWorld Conference and Exposition
Hynes Convention Center
Boston, Mass.

MAY 5-6
IDG Circulation Function Meeting
La Posada de Santa Fe
Santa Fe, N.M.

MAY 5-7
ComNet/Prague
Prague, Czech Republic

MAY 5-8
MACWORLD Expo/Milan
Spazio Milano Norde
Milan, Italy

MAY 10-13
SunWorld '93/San Francisco
Moscone Center
San Francisco, Calif.

MAY 16-20
ICA ComNet Dallas '93
Dallas Convention Center
Dallas, Texas

MAY 21-22
European Managers Meeting
Munich, Germany

Anniversaries

Congratulations to the following employees who recently celebrated their anniversaries with the company. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Marcia Blumenthal - CIO

TEN YEARS
Juan Manuel Saez - IDG Spain

NINE YEARS
Thomas Bergerskogen - IDG Norway
Yanick Robain - IDG France
David Sanders - IDG Paper Services
Karen Wallace - Network World
Edward Acly - IDC

SEVEN YEARS
Hope Winslow - PC World
Judit Fülöp - IDG Hungary
Carole Zozaya - IDG France
Robert Wells - IDG Australia
William Berghauer - IDG

SIX YEARS
Nancy Grant - InfoWorld

FIVE YEARS
Carol So - IDG Books
Sophie de la Patelliere - IDG France
Catherine Priori - IDG France
Crawford DelPrete - IDC
Mindy Blankenship - InfoWorld
Elizabeth Eva - InfoWorld

FOUR YEARS
Kelly Milan - PC World
Kari Mette Kolbjornsen - IDG Norway
Sophie Huang - PC World Taiwan

THREE YEARS
Tim Warner - Macworld
Catherine Huchting - IMI
Lawrence Neves - Infotainment World
Tony Picardi - IDC
John Kilcullen - IDG Books

TWO YEARS
Leslie Piper - PC World
Stella Chan - PC World
John Howard - Computerworld
Elena Wong - CW Singapore
Barbara Sullivan - IDG
Renee Amadio - IDC
Lucia Sears - IDC
Jill Spooner - IDG New Zealand
Lara Henderson - IDG New Zealand
Kevin Ellis - InfoWorld
Katy Gurley - InfoWorld
Les Callan - IDC Australia

ONE YEAR
Amy Carroll - Macworld
Lianne Gallinatti - SunWorld
Steve Fricke - NeXTWORLD
Daphne Jeng - CW Taiwan
Klári Erös - IDG Hungary
Gábor Révész - IDG Hungary
Krisztina Havadi - IDG Hungary
Peter Fan - CW Hong Kong
Anthony Frost - IDG Australia
Lisa Porcelli - World Expo Corp.
Ruth Sager - IDC
Crystal Walden - IDC Government
Kevin Strehlo - InfoWorld

Address change

World Expo Corp./Germany has moved to:

Franz-Joseph-Str. 35
8000 Munich 40

Tel: +(49) 89-360-86-208
Fax: +(49) 89-360-86-290

Off line

Congratulations to all our enthusiastic caption contributors. Winner Michael Harwayne will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The Fifth Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.

"I'm getting a sinking feeling that we should have brought the PC instead."
- **Marc Calvanico**, InfoWorld

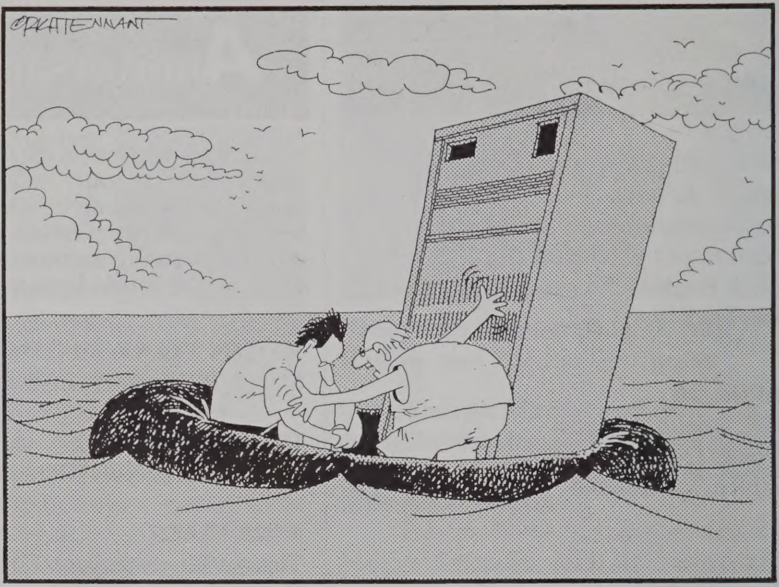
"Downsizing, rightsizing — who cares? I'm worred about capsizing!"
- **Ian Ross**, InfoWorld (Rochelle Park, N.J.)

Try as he might, Alfred was unable to convince his IS manager to dump the mainframe.
- **Greg Titus**, Marketing Services Division

"What it boils down to is our infrastructure is now supporting our mainframe."
- **Peter Rosati**, IDC

"Now will you admit I was right when I said 'downsize'?"
- **Marc J. Mikulich**, IDG Books Worldwide

"Hey, don't give up hope. Any port in a storm, I say. 'Port.' Get it?"
- **Ellis Booker**, Computerworld (Des Plaines, Ill.)



"Cheer up, Mr. Akers. You're going down with the very last mainframe, just like you wanted."
- **Michael Harwayne**, PC World (Rochelle Park, N.J.)

"George! When IBM offered us 'life support,' I don't think that this is what they had in mind!"
- **Gloria Ciolek**, Computerworld Database Division

"And that's what floating point is all about!"
- **Dave Taylor**, SunWorld

"Okay, so it's time consuming! But, hey, think of all the freight charges we're saving."
- **Trent Primrose**, IDG Australia

IDG World Update

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CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

CIO's Perspectives series continues to draw crowds

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On line: *MW Japan*'s David Ushijima takes a turn

- PAGE 3

Scenes from a show: IDG adopts a high profile at CeBIT

- PAGES 4-5

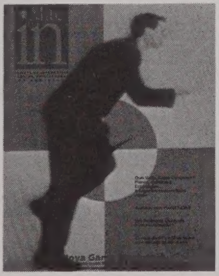
IDG *World Update*

VOLUME 23, NUMBER 15 **APRIL 12, 1993**

IDG enters Portugal with *MacIn* license

IDG has entered into its first publishing venture in Portugal with a license agreement that brings *MacIn* into the family of *Macworld* publications.

Based in Lisbon, *MacIn* is one of the country's leading computer publications and serves business and consumer users of Macintosh computers. The monthly's first issue was launched in December 1990 with a circulation of 3,000, and until recently *MacIn* had an agreement with Ziff Communications to use material from *MacUser*. *MacIn*'s circulation is now roughly 5,000; more than two-thirds of the readers buy *MacIn* on the newsstand.



"Providing accurate, timely information on industry news and product performances is critical to the success of a computer publication," said IDG Chairman **Pat McGovern.** "Through our agreement, IDG will provide *MacIn* with that information from our global network of editors and reporters covering the Macintosh field."

-SEE PAGE 2

East European business units hold first editorial, sales meeting

IDG News Service

***Computerwoche* Editor-in-Chief Dieter Eckbauer leads a discussion at the first Eastern European editorial meeting, which brought together 54 employees representing nine countries and 22 publications.**

A seven-year-old vision was fulfilled when 54 IDG employees representing nine countries and 22 publications met on March 28 during Germany's CeBIT trade show for the first ever Eastern European Editorial and Sales Meeting.

"At the first pan-European managers meeting in Hungary in 1986 **Pat McGovern** and I set the goals of having publications all over Eastern Europe and having their managers meet together outside the Iron Curtain," said **Eckhard Utpadel,** chairman of IDG Verlag AG. One bloodless revolution and many IDG startups later, the realization of their dream was celebrated in Hannover, Germany.

PC World's Editor-in-Chief **Phil Lemmons** and Utpadel keynoted the half-

-SEE PAGE 4

CIO's highly regarded Perspectives series continues

Last month's conference attracts record number of corporate hosts

The most recent installment of CIO's Perspectives conference series took on a more international flair than ever, with speakers from Canada and Europe, and also attracted a record number of corporate hosts. "IT Assets: Balancing People, Property and Performance" featured 33 presenters and 14 concurrent sessions during its run March 7-10 at La Paloma in Tucson, Ariz.

"We've been trying to make Perspectives *the* CIO conference for CIOs," said **Lynda Rosenthal**, vice president and general manager for executive programs. "We've created a safe place for senior IS executives to shed their business attire, relax, talk to their peers, and ask questions without fear."

Among the highlights were Intel cofounder and venture capitalist Bill Davidow's presentation on "The Virtual Corporation: Landscape of the Future," in which he portrayed traditional business becoming seamless enterprises that produce mass-customized products instantaneously in response to customer demand. Noted futurist Joel Barker, who coined the phrase "paradigm shift," offered tips on how to identify and motivate the people who can help put the company years ahead of its competitors.

During the conference, the 14 corporate hosts, including IDC/Technology Investment Strategies Corp., set up some products in a demonstration and display area where they could talk informally to guests. Conversations focused much more on "trends and market information, not 'buy my product'" spiels, Rosenthal said. In fact, she overheard one manager tell an employee that if he heard him actively selling he would never attend another CIO function.

CIOers Allan Alter, Mary Marshall (l) Lynda Rosenthal, Lori Sadowitz (l) and Marcia Blumenthal at break.

Rosenthal said one complaint she had heard about past conferences was that there were too many vendors attending who weren't corporate hosts, thereby injecting too much pressure into what was supposed to be an informal gathering. As a result, CIO increased the non-corporate-host vendor fee to $5,000 from $2,250, and though the overall attendee figure dropped to 500 compared to 600 at the last conference, Rosenthal felt it resulted in a better event.

CIO President **Joe Levy** agreed. "It was a great conference, probably the best we've ever had in terms of attendee reaction and the hosts' reaction," he said. "Lynda and her crew did a fabulous job. Ten of the 14 vendor hosts who were with us in Arizona have already signed up for the next event, and we have a total of 15 hosts on board so far."

The next Perspectives conference will be "The Politics of IT: Reordering the Enterprise," to be held Oct. 17-20 in Rancho Mirage, Calif.

CIO, CW, Macworld, PC World land prestigious design awards

CIO, Computerworld, Macworld and *PC World* have all received awards from the Society of Publication Designers, an honor that represents the highest level of excellence in the field of publication design. The submissions were selected from among 5,000 entries and will be included in the society's 28th exhibition in New York City as well as the *Publication Design Annual 28.*

Macworld earned a Silver Award in the Photographic Story/Photojournalism category for "Separate Realities" in the September 1992 issue. The art department, under the direction of Design Director **Dennis McLeod** and Art Director **Joanne Hoffman**, also received three Merit Awards for Illustration, Single Page or Spread ("Beyond Words," September 1992), Photography/Photojournalism, Single Page or Spread ("Every Pixel on the Planet," January 1992), and Photograph/Still Life ("Balancing the Books," November 1992).

CIO won its first Merit Award for the opening spread from "The Education of a Line Manager" created by Art and Design Director **Mary Marshall**, which ran in the June 1992 issue.

CW's art department, under the direction of Design Director **Nancy Kowal**, earned a Merit Award in Information Graphics, for "A Day in the Life...," Dec. 28, 1992. *PC World* Art Director **Mitch Shostak** and Associate Art Director **Greg Silva** shared a Merit Award for Design, Single Page or Spread for "Special Report: Best Windows Software," February 1992.

Portugal

-FROM PAGE 1

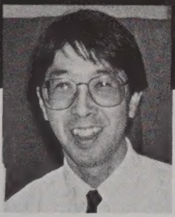
A November 1992 study of close to 2,000 *MacIn* readers showed the highest percentage were in advertising, followed by higher education and engineering/research and development.

According to Managing Director **Jose Serra**, there are approximately 30,000 Macintosh computers in Portugal and 100 companies operating in the Macintosh market. In the 1991 Worldwide Macintosh User Profile, commissioned by Apple Computer, Portugal displayed the highest growth rates in the Mac market worldwide.

While 40% of all Mac users worldwide have been users since 1989, in Portugal 78% of Mac users started in 1989. Twenty-eight percent of the total Mac users in Portugal started in 1991, and the market is still growing steadily.

On line

ASK DAVID



Macworld Communications Japan Inc. President David Ushijima takes a turn as this week's guest columnist.

Q What are the latest figures for Macintosh computers installed in Japan and for the future growth of Macs?

A The installed base of Macintoshes in Japan is now over 500,000. IDC's figures show that Apple has 8.8% of the market. Apple is now No. 2 in the personal computer market in Japan. While Apple still trails NEC by a large margin, Apple has a large opportunity for growth here as the Windows market is still a good one to two years behind the U.S.

Q When *Macworld* first launched, there were four other competitors. How do you rank in the market today?

A When we began publishing *Macworld* in Japan there were four Mac monthlies and two bimonthly books. Since then, two books have ceased publication. This month, however, two new Mac monthlies will begin publishing, so the total number of Mac publications will increase to seven.

Although we had competitors that were well established at the time we started, *Macworld* was the only Mac book dedicated to the business and professional user. In this category, we lead the competition. In overall circulation and ad market share we are third, but we are growing fast.

Q Do you see Macworld Communications Japan getting involved in other products besides the magazine and Macworld Expo?

A We are currently working with Sumeria and Macworld CD Ventures to sell CD-ROM titles in Japan. We work with IDG Books to localize and sell Macworld Books. Also, we are working on other conferences and seminars, the next of which is planned for November in Kobe.

Q How closely do you work with the U.S. publication? Other *Macworlds*?

A We try to work very closely with *Macworld* U.S. The ISDN file server has been a real lifeline for us. And the support from the Macworld Global Product team and the IMS team has been invaluable.

Because Apple's products have come out of the U.S., we have worked most closely with *Macworld* U.S. Perhaps that may change as Apple establishes product development centers in other regions around the globe. For example, Apple's work with Toshiba, Sharp and Sony in Japan as well as with companies like Phillips in the Netherlands may influence how we will work with other worldwide units in the future.

Q What are your near-term goals for *Macworld Japan*?

A First, to strengthen the editorial product. Second, as the magazine is only as strong as the people we have, strengthen our staff through better communications, training and attracting talented individuals. Third, with increased competition, we need to start delivering a clearer message to our advertisers. We are also focusing on building ancillary revenues through sales of products that reinforce or strengthen our main business.

Q How familiar were you with the Japanese language before you moved to Tokyo?

A Not very. Being a third-generation Japanese-American, I heard the language growing up but didn't speak it at home. I studied Japanese in college and took classes before coming here, but of course it wasn't nearly enough. Fortunately, the people I work with and do business with speak the language of Macintosh. I also feel that there's more to communicating than just spoken language.

Q What's been your career path at IDG?

A I joined *Macworld* in 1985 when the magazine as well as the Mac's future was still in doubt. Before that, my background was in hardware design. I studied electrical engineering and computer science at UC/Berkeley and worked briefly at IBM. Early on, I got an interesting chance to join a small company called IMSAI, where we designed and produced one of the first personal computers in 1975. I helped with the design, wrote the manuals and answered all the calls from customers who never had seen a computer, yet were trying to assemble this kit at home.

I later met Adam Osborne, who had just started Osborne McGraw-Hill to publish books about personal computers. David Bunnell hired me as technical editor in 1980. Through David and other staff who helped to start up *PC World*, I was introduced to *Macworld* and joined as technical editor in 1985. After about five years, I moved to Japan to start *Macworld Japan*. It's been a great experience. Because this business changes quickly, I have had a chance to travel some interesting roads.

What's on your mind?

Each week, "On line" features IDG executives who answer your questions about any aspect of IDG's business. Questions may be submitted anonymously for IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy via fax (617-423-0712) or E-mail box P.Winn or P.Smith.

Europe

- FROM PAGE 1

day event. Then, **Frank Cutitta**, president of IDG's International Marketing Services, huddled with the sales staffs to devise strategies for bringing U.S. clients to the booming East European markets.

Meanwhile, **Rob Garretson**, editorial director of the IDG News Service, worked with editors to improve the two-way flow of global news on information technology.

Most important, each of the Eastern European business units gave an overview of its operations to stimulate communication and resource sharing. Countries represented included Bulgaria, the Czech Republic, Germany, Hungary, Slovenia, Romania, Russia, Turkey and the U.S.

The day ended with a festive dinner and reception. The group will gather again during this October's INVEX show in the Czech Republic and again at CeBIT next year for expanded, full-day meetings.

***Computerwoche* Editor-in-Chief Dieter Eckbauer checks copy in the press room.**

***Computerwoche*'s Stefanie Schneider and Alexander Deindle go over page proofs.**

IDG stands tall at CeBIT

IDG was a prominent force at the world's largest IT trade show held last month in Hannover, Germany, with more than 200 employees representing well over two dozen business units in attendance. The show, which attracted some 660,000 visitors, formed the backdrop for a number of company activities including the first ever Eastern European Editorial and Sales Meeting, a full-day News Service planning session attended by the group's worldwide roster of correspondents and several highly successful client parties sponsored by various IDG publications. *Computerwoche* once again set up shop in its own press room, publishing several special show issues, and IDC staff was on hand for the debut of a study carried out in conjunction with the EC and several other European organizations.

COMPUTERWOCHE
DAS ANGEBOT:
Kostenlos zum Kennenlernen
edvASPEKTE
NEU: DIE CW-EDITION

Photos by IDG News Service

***Computerwoche* was well-represented both on the show floor at the company's booth and behind the scenes in its own press room.**

IDG News Service staff discuss strategies to improve coverage during the show. From left: Martin LaMonica, Cara Cunningham, David Kellar, Elizabeth Heichler, Ron Condon, Rob Lineback and Rob Garretson.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, April 12, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted a brief summary highlighting the responsibilities and qualifications will be included.*

CREDIT ANALYST (IDG)

The person in this position will perform collection of accounts receivable for assigned publications or companies, coordinate flow of paperwork for incoming mail, credit and debit memos, monitor lock boxes and mailing of duplicate invoices to customers. Other responsibilities will include: negotiating payment schedules with delinquent customers, monitoring payment records and imposing credit hold when necessary, recommending bad debt write-offs and/or credit memo adjustments, resolving customer disputes, recommending accounts to collection agencies when appropriate, providing recommendations to management on procedures to minimize delinquencies, as well as preparing and distributing the monthly Credit Watch List.

ACCOUNT EXECUTIVE (NETWORK WORLD)

This individual will be responsible for telephone sales and full account management of target advertising accounts. Sales will include print advertisement for the Direct Response Advertising Department. Duties include: prospecting for clients and monthly promotion to clients. This position requires a highly organized and motivated individual with excellent communication skills. Macintosh and previous telemarketing experience preferred.

RESEARCH ANALYST (IDC)

The aggressive, self-starter in this position will support IDC's research efforts in the Application Development Tools and System Level Software Program (ADT Program). The analyst will be involved in: telephone inquiry support of program customers, market share data collection and production of market forecasts, as well as analyzing and reporting on user surveys, products and marketing strategies. The qualified candidate will have excellent communication skills and a background in market research, software tools or data center software. Bachelor's degree is required.

SENIOR RESEARCH ANALYST (IDC)

In the PC Graphics & Video Department, the qualified individual will conduct market research and analysis on graphics hardware markets for both Macintosh and Intel-based add-on products. Other responsibilities will include market forecasting and analysis, developing an extensive network of industry contacts, generating databases of product information, building company and business models, client support and contributing to consulting projects. Sharp analytical, excellent communication, good interpersonal, visionary entrepreneurial, proficient computer skills and a desire to work with numbers are required

RESEARCH ANALYST, LAN (IDC)

The analyst in this position will be responsible for at least 12 bulletins (4-8 pages), 2 major reports and a number of short briefs on industry announcements on LAN technology issues. Additionally, this individual will respond to telephone inquiries from LAN vendors. A strong foundation in marketing and research skills, in-depth knowledge of LAN technologies and excellent writing skills essential (writing sample required).

ADMINISTRATIVE ASSISTANT, SALES - Part-time (IDC)

The individual in this part-time position will assist the Sales Manager in a busy sales office approximately 12 hours per week. Responsibilities will include word processing, typing proposals, contracts, mass mailings, composing presentation kits and filing.

SALES ASSISTANT - Part-time (COMPUTERWORLD)

The primary responsibilities for this position include providing administrative support to the Sales Department, producing reports in paradox, as well as maintaining databases. The ideal candidate will be detail-oriented with a professional phone manner. PC experience and knowledge of spreadsheets preferred.

NEWSSTAND MANAGER (PC WORLD)

The individual in this position will have direct responsibility for, managing the promotion, distribution of all single copy sales for PC World magazine, as well as its financial and sales analyses. The ideal candidate will have 3-4 years progressively responsible, single copy sales experience, and previous experience working with financial reporting, budgets and expense control systems. Knowledge of PC-based spreadsheets, excellent communication skills and the ability to work well with others required. This position requires significant travel.

PRODUCTION COORDINATOR I (INFOTAINMENT WORLD)

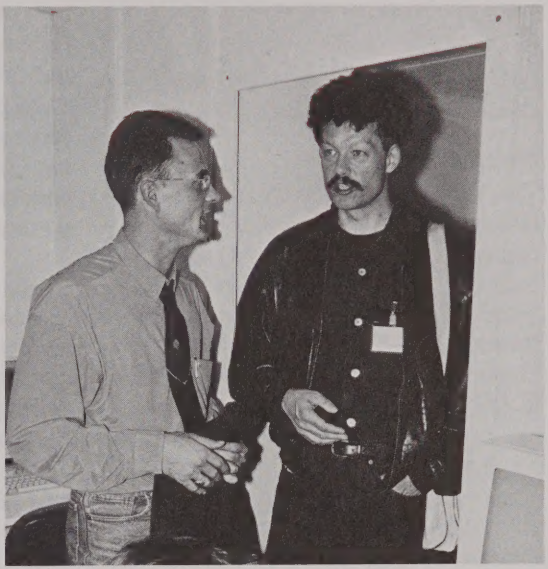
The primary responsibility of this position is to aid in the production process of two or more desktop published magazines. This position requires a technical command of the Macintosh and a proficiency with Quark Xpress and Adobe Photoshop applications. This individual must be detail-oriented, work well under pressure and be a team player. At least two years desktop publishing experience required.

Job Opportunities

Revised: April 12, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	A/P Data Entry - Part-time	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Senior Tax Accountant	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Computer Operator	Framingham, MA	E. Bocko	(508)935-4704
IDG/NG	Fulfillment/Database Coord.	Boston, MA	M. Cornetta	(508)935-4734
WEC	Office Services Assistant	Framingham, MA	S. Perry	(508)935-4407
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
WEC	Int'l Exhibit Sales Rep	Framingham, MA	S. Perry	(508)935-4407
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
NWW	Account Executive	Framingham, MA	J. Banyon Pinsky	(508)875-6400
NWW	Staff Writer/Senior Writer	Framingham, MA	E. Bocko	(508)935-4704
NWW	Washington Editor	Washington, D.C.	E. Bocko	(508)935-4704
NWW	Fluegelman Intern	Framingham, MA	E. Bocko	(508)935-4704
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	E. Bocko	(508)935-4704
CIO	Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
LINK	Sr. Analyst-Mass Mtk. Telcom	New York, NY	M. Winther	(212)627-1500
IDC/G	Research Director	Vienna, VA	E. Bocko	(508)935-4704
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Admin. Assistant, Sales-P/T	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
CWDD	Admin./Sales Assistant-P/T	Framingham, MA	P. Marcotte	(508)879-0700
CWPI	Copy Editor	Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Sales Assistant (2)	Burlingame, CA	S. O'Brien	(415)347-0555
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Administrative Assistant	Rochelle Park, NJ	V. Galbo	(201)587-0090
IW	Account Manager	*InfoWorld,* Dallas, TX	C. Neumann	(415)572-7341
IW	Editor, Test Supervisor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Page Layout Specialist	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Project Editor	IDG Books, Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Receptionist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Newsstand Manager	*PC World,* San Francisco, CA	D. Ball	(415)978-3305
PCW	Assistant System Admin.	*PC World,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Associate Publisher	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Director of Marketing	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Editor-in-Chief	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
MAC	Sr. Associate Editor/Features	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Production Coordinator I	*Infotainment World,* San Mateo, CA	P. Ferguson	(415)349-4300
IFTW	Receptionist/Admin. Support	*Infotainment World,* San Mateo, CA	J. Smith	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

Kazimierz Szot, general manager of IDG Poland (l) and Eckhard Utpadel, general manager at IDG Germany, take a break during the Eastern European Editorial and Sales Meeting.



***Computerwoche* editors Christoph Witte and Jan-Bernd Meyer confer in the company's press room.**

IDG Czechoslovakia a.s.
IDG

Marek Karolczak, of IDG's Czech Republic-based *PC World Komputer*, awaits the crowds.

IDG Denmark

IDG Norway's Rune Antonsen (l), Thor Wenneroed and Per Anders Amundsen lead a group in song at the company's client party.

IDC stats bolster EC study

IDC introduced itself to a new audience at CeBIT through its contribution to a new comprehensive study of the European computer and communications markets that was sold to show attendees.

The European Information Technology Observatory (EITO) is a joint initiative of a task force of representatives from the European Community (EC), the European Association of Manufacturers of Business Machines and Information Technology and the three major European IT trade fairs (CeBIT, SIMO in Madrid and SMAU in Milan).

"This was a great project for IDC to win, since the EC essentially endorses IDC as the leading IT market research company in Europe and confirms that only IDC has the research office network to do comprehensive European market studies," said IDC President **Kirk Campbell**.

EITO aims to generate widespread awareness of the IT market and the challenges users will face in a unified European market. As a result, the report is a more general introduction to the IT arena than regular IDC reports and aimed at a larger public, including regional and national politicians who direct industrial policies; organizations involved in R&D, standards and education; and the media.

The report has created new opportunities for IDC, noted **Luisa Bordoni**, manager of IDC's European IT Market Center, which managed the project. "IDC statistics are the core basic information not only for those who already operate in the market, but also for a wider audience who will need further help to leverage and add value to the information that is in the EITO book," she said.

Bordoni emphasized that teamwork at all levels made the project a success. IDC Europe President **Roberto Masiero** guided the report through the entire process; IDC Italy President **Giuseppe Musco** served as advisor.

IDC provided core analysis and statistics for four major sections of the report: "Current IT Situation and Perspectives in Europe, "The European Software and Services Marketplace," "IT Markets of Eastern Europe," and "Statistical Outlook." IDC employees in all nine expertise centers supported the project, with key contributions by **Simon Pearce**, **Martin Hingley** and **Amit Chaudhuri** in the U.K., **Morgan David** in France and **Steve Frantzen** in Germany. **David Moschella** and **Don Bellomy** from IDC U.S. also contributed.

Noteworthy !

PROMOTIONS

Tim Walsh, most recently ancillary products manager for *AmigaWorld*, has been named senior editor. The eight-year veteran will compile *AmigaWorld*'s review column of new hardware and software products and continue to write the telecommunications column, respond to technical questions in the Help Key column and provide strategic direction for the ancillary products department. "Tim has demonstrated a willingness to assume responsibilities of an increasingly challenging nature," said Editor-in-Chief Dennis Brisson. "His technical acumen will serve him well as he undertakes his new duties."

TRANSFERS

Chip Carman returns to Macworld as technical manager for the Macworld Global Product Support Center. He was most recently involved in the start-up of Sumeria as an electronic design specialist after serving as the Macworld Lab project manager. Among other duties in his new role, Carman will be responsible for the ISDN and DAT distribution of *Macworld*'s editorial content to international colleagues, serve as systems operator for the upcoming GPSC forum on BusinessTalk 2000 and advise Macworld President Jim Martin on future technologies and directions.

■ ■ ■

World Update

Newman

Luanne Newman, administrative coordinator at IDG List Services for the past three-and-a-half years, recently moved down the hall at the Natick, Mass., office. She is now *InfoWorld*'s advertising account manager for the New England region.

NEW EMPLOYEES

Callers to IDG Headquarters will find **Susan Marrone** at the front desk as the office's new receptionist. Marrone graduated from Regis College with a BA in sociology and communications and enjoys playing tennis and piano in her free time.

■ ■ ■

Record

TechMedia

Ann Record has signed on as an assistant editor at TechMedia Publishing, where she'll be organizing the new product database and doing initial editing of *AmigaWorld's* Overscan and Game Preserve sections. A graduate of the University of Massachusetts/Amherst with a BA in English, she enjoys volunteer work and painting in her spare time.

■ ■ ■

Another new voice at the switchboard belongs to **Denise Bove** at Computerworld. She graduated from Mansfield Beauty Academy's cosmetology program and is looking forward to taking more classes at Massachusetts Bay Community College. Bove works as a hairdresser in her free time.

Anniversaries

Congratulations to the following employees who recently celebrated their anniversaries with the company. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEEN YEARS

Nancy Mallette - IDG

THIRTEEN YEARS

Ernst Seyfert - IDG Germany

TWELVE YEARS

Barbara Hill - Network World

TEN YEARS

Penny Rigby - Publish

NINE YEARS

Kazumi Eguchi - IDG Japan
Elisabeth Franconeri - IDG France
Robert Wallace - Network World
Robert Callery - IDC
David Sanders - IDG
Valerie Sanclemente - IDG

SEVEN YEARS

Gina Salaices - Macworld
Kazuhiko Kajihara - IDG Japan
Donna Felice - Computerworld
David Bromley - IDG Int'l News Group

SIX YEARS

Serge Monmerque - IDG France

FIVE YEARS

Lotte Davidsen - IDG Denmark
Paula Marcotte - CW Database Division
Richard Pastore - CIO
Patricia DeBiase - IDG
Frank Genovese - CIO

FOUR YEARS

Dan Littman - Macworld
Erik Müller - IDG Denmark
Joann Leighton - CW Database Division
Gisela Wilson - IDC

THREE YEARS

Greg Mason - PC World
Chris Talleraas - IDG Norway

TWO YEARS

Norma Draper - IDC

ONE YEAR

Andrea Powers - PC World/Lotus
Atsuo Ochi - IDG Japan
Yuriko Tejima - IDG Japan
Cindy Su - CW Taiwan
Allen Wu - CW Taiwan
Michelle Quintana - IDG Books
Finn Morsing - IDG Denmark
Mark Halper - Computerworld
Christopher Willard - IDC

Accounting group reorganization targets enhanced service

IDG's Accounting Department in Framingham has made personnel changes in three areas to enhance service and provide new career opportunities and growth, according to Vice President/Controller **Ted Bloom**.

World Update

Ainsworth

Former Group Controller **Bob Ainsworth**, a five-year veteran, has been promoted to director of finance for InfoWorld effective April 5. He will maintain offices in Framingham and San Mateo before moving to California sometime in July. "Bob has been an outstanding corporate controller. This is a developmental move where he'll be working in a business unit he previously supported," Bloom said.

Partly as a result of Ainsworth's move, portions of the accounting department have been reorganized. Former staff accountants **Mandy Wong, Kathy Clarke, Renée Pierce** and **Marguerita Chiango** have been promoted to senior staff accountants. Clark will continue to handle the MAP program while assuming more autonomy, and her three colleagues will also have more responsibility and get more involved in closings for their particular business units.

Also effective April 5, the accounting and payroll functions that previously had been performed at Computerworld have been moved to IDG's Five Speen Street office in Framingham. Four people have relocated and taken on additional buiness unit responsibilities.

Former Computerworld Controller and now Accounting Manager **John St. Martin** is also working with CIO, IDG Peterborough and Connell Communications accounts. CW Payroll Administrator **Dave Emberly** is now a bookkeeper, working with CW and CIO. CW Accounts Payable Clerk **Debbie Temple** has been promoted to bookkeeper working on IDG Peterborough and Connell accounts, and former contract administrator **Joyce Gillis** is now bookkeeper for IDG Books Worldwide.

"The switch to an established accounting environment is a good opportunity for the Computerworld staff," Bloom said. "They'll be able to provide better service for their CW colleagues, and it will be a cost-efficient move as well."

World Update

From left: Joyce Gillis, Dave Emberly, Debbie Temple and John St. Martin

World Update

From left: Marguerita Chiango, Renée Pierce, Mandy Wong and Kathy Clarke

Receptionists honored for outstanding customer service

The IDG Receptionist Survey was recently completed and four winners were selected from among all of IDG's U.S.-based business units.

Kenny *Integrated Media*

Walden *IDC Government*

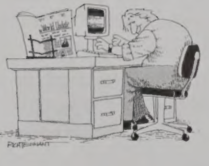
The winners — Tracy Kenny, Integrated Media; Pam Mourouzis, IDG Books; Chrystal Walden, IDC Government; and Heather Youtsey, ExecuTrain — stood out among their peers as being the most enthusiastic, helpful and knowledgeable in regards to their individual business unit and IDG as a whole. Each winner was sent an arrangement of flowers and a personal note from IDG Chairman Pat McGovern, thanking them for representing IDG so well.

Youtsey *ExecuTrain*

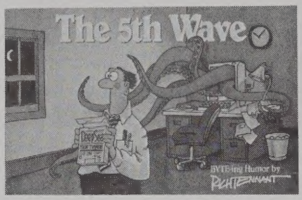
The survey, conducted quarterly by an outside consulting firm, is very important to IDG, noted McGovern. "IDG's receptionists are the first people our customers, clients and prospects speak with. They present the initial impression of IDG."

Off line

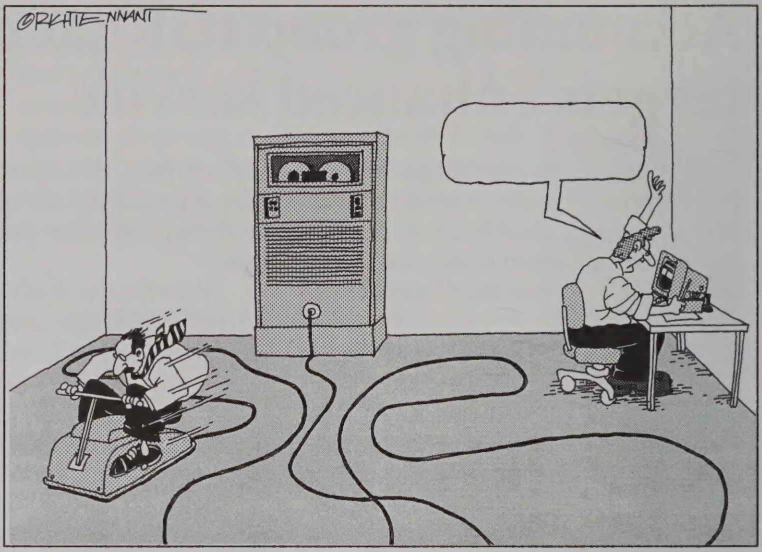
Win Your Own



or



Off line T-Shirt **Fifth Wave cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 18. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The Fifth Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with over 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West St., Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

David Kellar, IDG News Service
Dan Lavin, *NeXTWORLD*
David Ushijima, Macworld Japan
Louisa Bordoni, IDC U.K.
Jane Lagas, *Macworld*

CD-ROM enhances Network World resources for clients

- PAGE 2

Committees plan full slate of U.S. function meetings

- PAGE 2

***InfoWorld* names Ziff executive to associate publisher slot**

- PAGE 6

IDG World Update

VOLUME 23, NUMBER 16

APRIL 19, 1993

Advertisers flock to new Swiss catalog

Bolstered by 57 pages of advertising, making it the country's largest PC publication, IDG Switzerland's newest product will be mailed to readers this week. *Schweizer PC Katalog* targets the rapidly growing Swiss computer mail order business, which currently sells one in every 10 PC systems and a larger percentage of software, games and books.

SCHWEIZER
PC
KATALOG
DELL, 486DX6/66 MHz, 8MB RAM, 230 MB Festplatte 15ms, 14" SVGA, Maus, DOS 5.0, Windows 3.1, 3'980.–, Gratisnr. 155 14 40

According to General Manager **Gebhard Osterwalder**, the company's fourth publication is positioned as a "collective mailing piece," similar to a card deck, but in the form of a catalog. It is not an editorial product.

"In terms of editorial we just publish some tips and tricks as fillers," he said. "It is absolutely not an opinion maker like our other products. The goal is simple: to sell the products of our advertisers in the cheapest possible way."

Osterwalder developed the catalog, which he calls a "sales tool," after he saw

-SEE PAGE 2

One for the books!

IMS is headed for a record-breaking 1993

World Update

Frank Cutitta and Véronique Lamarque stand outside the IMS office with other members of the IMS team. From left: Marsha Aquafresca, Maureen Rondeau, Sarah Engman and Sheryl Merchant. "These folks are the glue that holds the group together," Cutitta said.

Much of the world may still be mired in a recession, but you couldn't prove it by bookings at International Marketing Services' U.S. operations. The group, headed up by President **Frank Cutitta**, is having a banner year with bookings for the first five months of fiscal 1993 roughly equal to those for the entire FY '92.

Fueling this tremendous growth are a number of factors, Cutitta said, most notably a high dependence on international sales by U.S. vendors, given the weaker dollar and constricting domestic market. Additional factors driving this growth include:

- An increased emphasis on the Latin and South American markets.
- The recentralization of the global marketing function at major multinationals such as DEC and IBM.
- A big increase in Macintosh-related business.
- More people out in the field selling.

-SEE PAGE 4

U.S. function meetings set to facilitate sharing of expertise

IDG's second round of formal function meetings for U.S. business units is about to begin. Launched last year in an effort to strengthen intercompany networks and share information, the '93 meetings include a new meeting of U.S. editors and some lengthier sessions based on feedback from last year's participants. The circulation group, for example, expanded to two full days to accommodate more time for open discussion.

InfoWorld President **Jim Casella** is serving as chairperson and working with the functional area contact people to organize the sessions. The meeting dates are as follows:

CIRCULATION
May 5-6
La Posada de Santa Fe
Sante Fe, N.M.
Contacts: Gail Odeneal, *CW*;
Deb Winders, *NW*

SALES MANAGEMENT
May 17-19
Chaminade Conference Center
Santa Cruz, Calif.
Contacts: Bob Miller, consultant;
Martha Stephens, IDG HR

PRODUCTION
May 24-25
Inn on Union Square
San Francisco, Calif.
Contact: Linda Manes, *PCW*

MARKETING AND RESEARCH
June 13-16
Chatham Bars Inn
Chatham, Mass.
Contacts: Kathy Dinneen, IDG Research Services; Evilee Thibeault, *NW*

SEMINARS AND CONFERENCES
June 23-25
Sagamore
Lake George, N.Y.
Contact: Jean Criss, PCW/Lotus Alliance Products

EDITORIAL
July 25-27
Ritz-Carlton Hotel
Laguna Niguel, Calif.
Contacts: Adrian Mello, *MW*;
Stewart Alsop and Michael Lowe, *IW*

NW clients using ETA product

As a result of joint efforts between several *Network World* sales executives and Sales Director **Jim Reynolds** of Emerging Technology Applications (ETA), Network World's Desktop Marketing System is now being used by several *NW* advertisers. The CD-ROM was developed to enhance marketing partnerships with current and prospective advertisers. Some of these clients include Digital Desktop Direct, Lexmark and Network General.

The database contains information from *NW*'s subscriber and prospect qualification cards — nearly 200,000 network product buyers — allowing advertisers to analyze their target audience in much greater detail. In today's competitive marketplace, many companies are looking for a more integrated marketing strategy that includes advertising, direct mail and special promotions. The Desktop Marketing System helps achieve this goal while creating a new use for *Network World* resources. The CD has many applications including market analysis and segmentation, and direct marketing planning. Users can also enhance their own data sources.

ETA will introduce a newsletter later this spring that will include information about building databases, applications for the data, and tips and tricks about using CD-ROM products. Please call **Ann Roskey** at 508-820-8642 to receive a copy.

Catalog

- FROM PAGE 1

all the expensive catalogs and mailings vendors were sending out.

"A general catalog should save the advertiser money, since he can share the list rental costs, printing expenses and postage with IDG and other vendors. A one-page color ad is less expensive than one page of an individual mailing piece," he said. With so many advertisers participating, the reader gets a full overview of what's new on the market. "It's also a very good tool to promote our other publications!" he added.

Schweizer PC Katalog has a relatively high controlled circulation of 50,000 directed toward select groups of Swiss *CW*, *MW* and *PCW* readers, mail order buyers and Logic PC exhibition attendees. IDG Switzerland is also taking the unusual step of advertising the catalog in the country's general interest newspapers.

As an additional service to clients, IDG Switzerland will give out the catalog's response list — readers who send in cards for additional copies or subscriptions — for free to help advertisers build their own mailing lists.

A FIGHT FOR THE COVERS

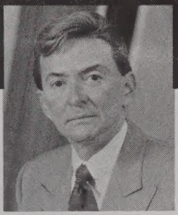
When Osterwalder first met with NCR, Compaq, Dell and other top clients "they really didn't want to talk about the proposal and wanted to book ads immediately — it was a real fight for the front and back pages," he said. Because the catalog is not an editorial product, Osterwalder had no qualms selling space on the cover.

IDG Switzerland's staff worked overtime to pull the first issue together quickly, since clients were eager to showcase the new products they had just displayed at CeBIT. Osterwalder credits Sales Director **Enrico Charen** for making the product a major success by motivating his small team to sell the catalog in addition to all their other products.

With such a high level of advertiser interest, the inaugural *Schweizer PC Catalog* is expected to produce a profit margin of at least 20%. The second issue is slated for June so customers can kick off their summer business.

On line

ASK WALTER



Q How has IDG been doing vis-a-vis its largest publishing competitors in the U.S. over the past year or so?

A Overall, IDG's U.S.-based publications have been doing extremely well against our largest and major competitors.

The score card is always in flux on a month-by-month basis, but it is clear that the editorial excellence of our publications and our dedication to the "Year of the Yield" has, indeed, been giving us renewed strength in almost all of the markets we serve.

Year-to-date, more than 90% of our publications are very substantially ahead of last year in terms of both pages and yield per page, and in a majority of areas our publications are head in market share. We also know that most of our competitors are still making rather substantial deals off the rate card and even by doing that they are not building share. In fact, in some cases, they are actually losing.

One additional factor that has played an important part in gaining market share over the past year or so is the formation of Kelly Conlin's group, Marketing Services Division. This group has been very successful in selling major packages of advertising for multiple IDG publications.

Q Each year the Long Range Planning Committees seem to gather information on the same or very similar topics. Some committees are even chaired by the same people each year. What is the value of repeating a "long range" evaluation the very next year?

A We feel that it is very important to set the stage for each Long Range Planning meeting with the most current information available about such matters as the worldwide economic and social situations as well as what has happened in the past year in terms of the techology and marketing of information technology products and services and how this might influence our view of the future. And these days everything changes very rapidly.

We consider these committee reports to be extremely valuable information in helping us to consider the longer-term strategy for IDG and believe that we could not effectively run such a Long Range Planning session without this kind of constantly updated background material.

Incidentally, this year's reports were absolutely the finest that we have ever had and provided us with a great deal of very useful information.

Q During the past year or so, at least seven new publishers or associate publishers have been named at U.S. IDG publications. Five of them have been recruited from outside the company. In light of this, could you comment on the purpose of the Publishers' Institute? What, if anything, does IDG do to help ensure that the 20-odd people who attend this training each year remain with the company?

A One correction to make up front, if I may. It is not a "Publishers Institute" it is a "Publishing Institute," and we do indeed do a great deal to make sure that we keep our best and our brightest after they attend these sessions.

The purpose of the Publishing Institute is to give those people within IDG who are in management positions or being considered for one an opportunity to get a much better handle on what the many various publishing disciplines are and how they interact with each other in terms of the day-to-day business of running a successful publication.

We have had a superior track record with the Publishing Institute graduates, many of whom have been promoted within their publications or have moved to more senior management positions in other IDG companies. They are all, in some fashion, mentored, and in the past year, we have started offering a follow-up course that enables the attendees to further sharpen their skills and gives us an additional opportunity to review their progress.

To address the first part of the question, it is necessary to also consider the great number of people currently in publisher, associate publisher or equivalent positions who have gotten there through internal promotions within IDG. That number far outweighs the number of people who have been brought in from the outside.

On the other hand, our overall goal in filling any position within IDG is to always make sure that we have absolutely the best qualified person, but we always give first consideration to internal candidates.

Q Do you get to fill out an employee survey?

A Absolutely, and I very much appreciate the opportunity to give my feedback on an annual basis. As I hope everyone knows, these surveys are taken very seriously, and it is a great opportunity for every employee within IDG worldwide to participate in setting the standards by which the company is run.

In my personal view, anyone who doesn't fill out the questionnaire has no right to complain or to criticize.

What's on your mind?

Questions for IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy may be submitted anonymously via fax (617-423-0712) or E-mail box P.Winn or P.Smith.

IMS

-FROM PAGE 1

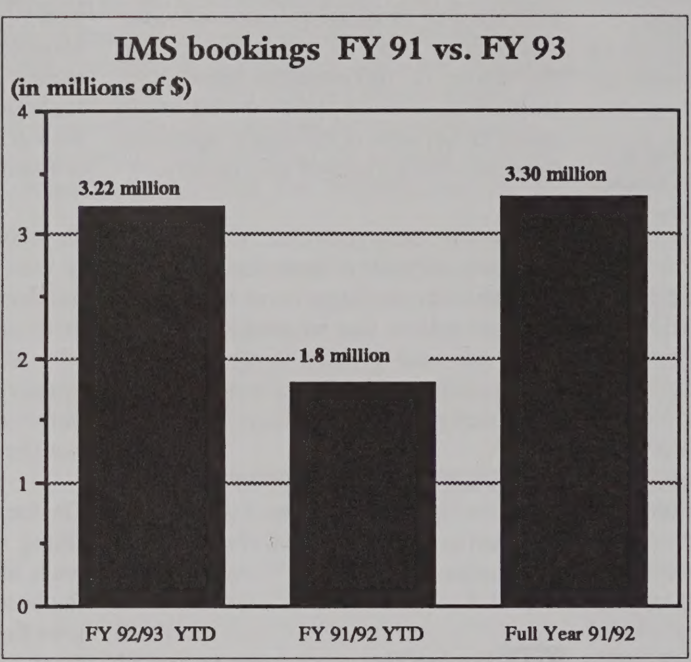
• **Latin and South America.** "Although we spend a lot of time educating clients about global opportunities, we are, to a large extent, at the mercy of market forces," said Cutitta, adding that at present a number of factors are conspiring to raise vendors' awareness of the lucrative — and largely untapped — markets lying south of the U.S. border.

Much attention has been focused on the Mexican market as a result of the recent North American Free Trade Agreement talks being held between the U.S., Canada and Mexico. "We are benefitting from the press coverage on this area," said Cutitta. "And what's being reported is that the region's opportunities override the perceived difficult economic conditions."

Recent changes in the Brazilian Reserve Law, which imposed severe restrictions, including prohibitive tariffs, on IT imports into Brazil have opened the door for foreign companies. In addition, vendors are discovering there are significant economies of scale to be achieved in this region. "Localization is not as big a problem as in Europe, and a single language — except in Brazil — makes it relatively easy to develop multiple-country products and ad campaigns."

Cutitta likens the current flurry of interest in Latin and South America to the prevailing attitude in the months leading up to the unification of the European market. "Nobody was really sure what Europe 1992 meant, but everybody wanted to be there when it happened," he said.

• **Reorganization of major multinationals.** The waning fortunes of some of the industry's biggest players are also having a potentially positive impact on IMS' bottom line. As these giants reorganize their operations, some are finding it expedient to bring control of their worldwide advertising strategies back to their U.S. headquarters. Such is the case with Digital Equipment Corp., which has a number of divisions currently reviewing IMS/Marketing Services Division global marketing proposals, noted Cutitta.



• **Growth in the Macintosh market.** The burgeoning Macintosh market, some four to five years behind the PC market, is full of small Mac-related companies just starting to stick their toes into international waters. The increased international activity in this market segment is allowing IMS to post some very healthy gains in Mac-related advertising, with bookings in a number of Macintosh publications well ahead of 1992 year-to-date bookings. In 1992, only two Mac publications made it into IMS' overall top 25 publications — halfway through this fiscal year that number has jumped to five.

Contributing significantly to the gains IMS has made in the Macintosh market is its strong relationship with *Macworld* and its Global Product Support Center (GPSC), said Cutitta. "By helping to position *Macworld* as a global product line, the GPSC is a key element of the IMS sales equation," said Cutitta. "**Christine Wong**, international sales account manager at *Macworld*'s GPSC, spends most of her time fanning the flames and stimulating Mac-related business. She identifies and qualifies prospects and passes along the names of those poised to take the international plunge," noted Cutitta.

•**Increased sales force.** The IMS sales force now consists of three full-time employees — Cutitta, **Véronique Lamarque**, Eastern advertising manager; and **Ginny Pohlman**, Western advertising manager. To handle the increased interest in the Latin and South American markets, IMS has contracted with independent media representative Charney Palacios to represent its interests in South Florida, where many large U.S. vendors including IBM, Acer and Hewlett-Packard have located their South American headquarters. In addition, IMS is greatly benefitting from the spin-off effect of IDG's Marketing Services Division. "By reinforcing the global scope of IDG, MSD has significantly broadened the tentacles of IMS," noted Cutitta. "Every time the MSD folks make a call, by design they promote the global reach of IDG. They have really extended our marketing force," he noted.

CONSTANT MOTION

And it is a marketing force that must be in constant motion. "One of the ironies of our business is that as we help our clients to grow and succeed in overseas markets, we are moving them closer to the point where we may lose their business," Cutitta said. The business doesn't disappear from IDG, he noted, but shifts to other international business units.

"Once a company achieves a critical mass in an overseas market, it will likely open a subsidiary or develop a stronger relationship with a local distributor and begin booking ads locally," Cutitta said.

As a result, IMS loses close to 50% of its clients each year. "We find ourselves frantically incubating new business for our international counterparts while continuing to provide value-added services to firms operating under a decentralized international structure," he said.

IDG World Update

EXTRA! EXTRA! EXTRA!

MARK YOUR CALENDARS NOW!

'93 AIDS walk fundraisers need you!

Be a walker, sponsor or volunteer; pledge forms available now

IDG will again this year be among the more than 50 corporate sponsors participating in Boston's eighth annual From All Walks of Life AIDS pledge walk on Sunday, June 6. This is the largest AIDS fundraiser in New England, and this year organizers hope to generate more than $2.75 million to support the efforts of the AIDS Action Committee and 34 other area AIDS-service providers.

"Companies bring the Walk into the workplace," said **Nicole Kassel**, marketing coordinator in IDG's Corporate Communications office and coordinator of the company's participation in this year's walk. "Half of last year's walkers got their pledge sheets at their workplace and walked as a member of a corporate team."

In 1990, IDG's first year participating in the walk, Boston-area employees raised an impressive $60,000, in 1991 IDG walkers raised over $15,000. Last year, IDG walkers raised more than $32,000. "This year's goal is to bring IDG's pledge level back to what it was the first year IDGers participated," said Chairman **Pat McGovern**.

IDG is showing its support for the AIDS pledge walk by signing on as a corporate sponsor and encouraging everyone to back the efforts of our walkers who will soon be busy gathering pledges and gearing up for the walk.

"Whatever you do this year in terms of supporting charitable causes, please include the AIDS walks," said IDG President **Walter Boyd**. "We are still years away from a cure for AIDS, and the number of HIV-infected people continues to rise, meaning that there is more and more need for services such as those provided by the AIDS Action Committee. I hope that you will join me and others from headquarters in making this a banner year for IDG fundraising."

AIDS fundraising walks are also scheduled in San Francisco on July 25 and Washington, D.C., on Sept. 18. IDG employees in the Boston, San Francisco and Washington areas are once again encouraged to help spur their business unit on to fame and glory by raising the most money during the walk. (To level the playing field, the total sum raised by a business unit is divided by the total number of employees in that business unit.) Last year's winner, IDG List Services, collected $2,500 or an average of $200 per employee. The winning unit will receive an engraved silver bowl.

Pledge sheets will be available beginning the week of April 19 at each Boston area business unit location. Please keep your eyes and ears open for details to follow.

FOR MORE INFORMATION CALL NICOLE KASSEL AT 617-534-1228

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, April 19, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted a brief summary highlighting the responsibilities and qualifications will be included.*

HUMAN RESOURCES REPRESENTATIVE (IDG)

Working with the Director of Human Resources, this individual will function in an internal consulting capacity serving IDG publishing and research divisions in all areas of HR: staffing, employee relations, benefits, compensation, training and development and administration. The successful candidate will interact with and support employees in all levels of the organization. The qualified candidate will have an appropriate Bachelor's or Master's degree, 4-7 years HR experience, outstanding communication skills, travel availability (< 10%), PC/MAC competence, and a basic understanding of the Information Technology Industry.

PARALEGAL - Part-time (IDG)

Working 20 hours per week in the Corporate Tax/Legal Affairs Department, the successful candidate will handle Trademark applications and maintenance, routine correspondence with outside counsel, preparation of annual consents and reports, as well as provide assistance in general corporate legal matters. The ideal candidate should be extremely organized, knowledgeable in word-processing in a PC environment, be familiar in working with databases, have general knowledge of corporate law and possess a college degree with 2-3 years paralegal experience.

IS SUPPORT SERVICES COORDINATOR (IDG)

The individual in this position will provide administrative support to the IS Department and users including supplies inventory, maintaining files and account information. A degree in Business, Liberal Arts or Social Sciences and some experience in a professional business setting required. This position was previously posted on March 22, 1993.

BUSINESS ADMINISTRATOR (IDG NEWS GROUP)

The individual in this position will work on the business side of publishing and be responsible for handling all accounts payable functions, consolidating monthly financial reports, monitoring the Financial, record-keeping, and invoicing all licensees. Reporting to the Vice President of Licensing and Administration, the qualified candidate will provide administrative support, as well as support services for the Family of Licensees worldwide. PC skills, spreadsheet skills and at least one year experience working with Financial required.

PRODUCTION COORDINATOR (NETWORK WORLD)

Responsibilities for this position include weekly layout of book and bimonthly layout of response card decks, paste-up and camera work for classified and supplement issues, coordinating all material to be sent to the printer and film inspection, as well as serving as the liaison between the printer and departments. Requirements include 2 years experience with 4-color printing process, paste-up, book layout, typesetting (preferably Atex), and operation of photostat camera. The ideal cnadidate will be detail oriented with a familiarity of Microsoft and Excel and the ability to work well under pressure required.

SENIOR ACCOUNT EXECUTIVE (LINK RESOURCES)

This position requires experience in selling to planners, product and marketing executives and senior management in telecommunications, informal technology, consumer electronics and media industries. A Bachelor's degree required; consulting or market research experience desirable.

DESKTOP PUBLISHING OPERATOR (IDC)

Working in the Production Services Department, the individual in this position will be responsible for formatting newsletters and reports, generating tables and graphics on the MAC and serving as back-up for slide generation using Aldus Persuasion. Thorough knowledge of MS Word, Quark Xpress, Excel, Illustrator and DeltaGraph required, as well as the ability to work independently with strong attention to detail. The ideal candidate will have 1-3 years experience in desktop publishing; graphic design experience a plus.

SALES ASSISTANT (IDC WEST)

This position, located in the Mountain View, CA office, requires previous administrative experience, strong attention to detail and the ability to handle multiple tasks simultaneously. Responsibilities will include daily support of the sales staff including filing, typing, coordination of contracts and bookings, maintaining sales collateral, preparing material for sales calls, scheduling and interaction with clients. Knowledge of Macintosh, MS Word and Excel required.

GRAPHIC ARTIST (INFOWORLD)

Working in the editorial art department, this individual will create informational graphics and conceptual illustrations. Qualified candidates will be proficient in Adobe Illustrator for the MAC; Photoshop and Quark Xpress knowledge a plus, with the ability to produce high quality work under tight deadlines. Two-three years publishing experience preferred.

SALES REPRESENTATIVE (IDG BOOKS)

The ideal candidate for this position will be a highly organized, extremely motivated team player with a proven sales record. Primary responsibility will be to sell IDG books to wholesale, retail and specialty accounts. Must have 1-3 years sales experience in the computer book or related book trade. Significant travel required, at least 60%.

BUSINESS MANAGER (IDG BOOKS)

The individual in this position will provide insight on improving the profitability and efficiency of operations to the Vice President of Operations and Planning. Additionally, this person will be responsible for directing the financial support function for IDG Books.

MARKET DEVELOPMENT MANAGER (PC WORLD)

The incumbent in this position will be responsible for marketing communication and communications strategy, competitive analysis and merchandising programs for *Multimedia World.* Additional responsibilities include management of ancillary products, including CD-ROM, newsletter and other non-profit revenue sources. The successful candidate will possess strong analytical and communication skills. At least two years marketing experience in a publishing environment and strong familiarity with the computer market required.

Job Opportunities

Revised: April 19, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Human Resource Rep.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Paralegal - P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	A/P Data Entry - Part-time	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Senior Tax Accountant	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Computer Operator	Framingham, MA	E. Bocko	(508)935-4704
IDG/NG	Business Administrator	Boston, MA	T. Clarke	(617)423-9030
IDG/NG	Fulfillment/Database Coord.	Boston, MA	M. Cornetta	(508)935-4734
WEC	Office Services Assistant	Framingham, MA	S. Perry	(508)935-4407
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Production Coordinator	Framingham, MA	A. Finn	(508)820-7425
NWW	Account Executive	Framingham, MA	J. Banyon Pinsky	(508)875-6400
NWW	Staff Writer/Senior Writer	Framingham, MA	E. Bocko	(508)935-4704
NWW	Washington Editor	Washington, D.C.	E. Bocko	(508)935-4704
NWW	Fluegelman Intern	Framingham, MA	E. Bocko	(508)935-4704
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	E. Bocko	(508)935-4704
CIO	Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
LINK	Sr. Analyst-Mass Mtk. Telcom	New York, NY	M. Winther	(212)627-1500
IDC/G	Research Director	Vienna, VA	E. Bocko	(508)935-4704
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Research Analyst/LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Telemarketing Representative	Irvine, CA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
CWDD	Admin./Sales Assistant-P/T	Framingham, MA	P. Marcotte	(508)879-0700
CWPI	Copy Editor	Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Sales Assistant (2)	Burlingame, CA	S. O'Brien	(415)347-0555
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Administrative Assistant	Rochelle Park, NJ	V. Galbo	(201)587-0090
IW	Graphic Artist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Sales Representative	MidWest	C. Neumann	(415)572-7341
IDG/B	Business Manager	San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Assistant	San Mateo, CA	C. Neumann	(415)572-7341
PCW	Market Development Manager	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Newsstand Manager	*PC World,* San Francisco, CA	D. Ball	(415)978-3305
PCW	Assistant System Admin.	*PC World,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Associate Publisher	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Director of Marketing	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Editor-in-Chief	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
MAC	Sr. Associate Editor/Features	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Production Coordinator I	*Infotainment World,* San Mateo, CA	P. Ferguson	(415)349-4300
IFTW	Receptionist/Admin. Support	*Infotainment World,* San Mateo, CA	J. Smith	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

West Coast employees celebrate 10-year anniversaries

PC World

Pat McGovern recently escorted Michelle Reyes (l), Dennis McLeod and Jayne Boyer to dinner in honor of their 10 years with the company.

Michelle Reyes joined *PC World*'s accounting department in January 1983, when the publication was just a month old. Over the course of the last decade, she has seen her job responsibilities grow as the company added new publications in its San Francisco offices. In 1987, Central Services was formed to handle the financial and accounting services, financial analysis, telecommunications, MIS, mail, and facilities planning and services for *PC World*, *Macworld* and Integrated Media. Today Reyes is Accounting/Facilities manager for IDG Central Services and responsible for supporting the six magazines and several newsletters published by IDG at its 501 Second Street offices in San Francisco. With the input of the talented people she supervises, she has molded the accounts payable area into a model service unit with high standards of quality between departments and IDG in Framingham.

Reyes, an avid runner, lives in San Francisco with her 11-year-old daughter Raquel. She and her daughter enjoy camping, cooking and practicing Spanish.

Dennis McLeod, *Macworld*'s design director, started his IDG career as a design associate at *PC World* in 1982. In 1984, he joined *Macworld* as a designer and was promoted to art director of the Corporate Design Group in 1987. Following a brief stint as associate art director back at *PC World* in 1988, McLeod returned to *Macworld* as a designer and was promoted to his current position in 1989. As design director, McLeod is responsible for the overall graphic identity of *Macworld*.

Over the years, McLeod has helped *Macworld* win numerous design awards. Under his direction the art department has won several awards from the Society of Publication Designers, Print Regionals and Western Magazine Publishers Association and is currently in the running for a National Magazine Award for design.

McLeod has an 11-year-old son Oliver and an 8-year old daughter named Isabelle. He lives in San Francisco and devotes much of his spare time to various artistic pursuits. A number of his works have been displayed in local galleries.

Jayne Boyer joined *PC World* as a marketing assistant in November 1982. In 1984, she became ad traffic coordinator in the publication's production department and three years later was promoted to production manager of general printing. In 1987, she transferred to *Publish* magazine where she was also the production manager. In 1990, she was promoted to director of manufacturing at *Publish*. She has subsequently assumed responsibility for the same function at *NeXTWORLD* and *SunWorld* as these publications were added to the Integrated Media group. In her role as director of manufacturing, Boyer oversees the operations of the department including editorial and advertising production, creation and monitoring of production budgets and purchasing of services and materials.

Boyer and her husband **Dan Orum** (president of Macworld CD Ventures) live in Alamo, Calif., with their 10-month old son Daniel. In her spare time Boyer enjoys working around her new home, gardening, sewing and snow skiing.

In December 1982, **Adrian Mello** signed on as an editorial assistant at *Macworld*. Ten years and a steady string of promotions later, Mello is now editor-in-chief. His climb up the editorial ladder has included stints as assistant and associate editor, senior associate editor, senior editor, executive editor, editor and finally, in September 1992, he took over the top spot at the monthly publication.

Macworld

Pat McGovern (l) and Adrian Mello dined at San Francisco's Ritz-Carlton.

Mello lives with his wife Anne, 11-year-old stepson Miles and 18-month-old son Bruno in Sausalito, Calif.

InfoWorld taps Deceuster for associate publisher post

Earlier this month *InfoWorld* named **Joel Deceuster**, formerly director of sales and marketing for the Ziff-Davis Magazine Networks, as the company's vice president and associate publisher. Deceuster will be responsible for *IW*'s national advertising sales and marketing.

"With nearly two decades of experience directing strategic marketing and advertising sales for major corporations, agencies and publishing companies, Joel will lead an aggressive charge to continue to build the momentum of our advertising sales," said *IW* President **Jim Casella**.

"Ever since my media directing days in Silicon Valley, I have long admired Pat McGovern and the principles that drive the IDG organization," Deceuster said. "As a long-time *IW* reader I believe strongly in the premise and position of the publication. It's a great product that's going to be a lot of fun to market and sell."

Deceuster *InfoWorld*

During his two-year tenure at Ziff, Deceuster developed the corporate image and marketing campaign to position all nine ZD publications and their respective networks. He also played a strategic role in the organization and management of the top 200 ZD network accounts.

Deceuster has a BA in communications/advertising from Brigham Young University.

Anniversaries

Congratulations to the following employees who recently celebrated their anniversaries with the company. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Michael Masters - CIO

TEN YEARS
Mary DeCristoforo - World Expo Corp.

NINE YEARS
Penny Winn - IDG World Update
Lisa McGrath - Computerworld
Lory Dix - Computerworld

EIGHT YEARS
Robert Kanes - PC World

SEVEN YEARS
Frédéric Berge - IDG France
Larry Craven - Computerworld
Norma Tamburrino - Computerworld

SIX YEARS
Mark Leary - IDC

FOUR YEARS
Robert Thirlwell - IDG Australia
Andre Kvitka - InfoWorld

THREE YEARS
Jeff Vancura - InfoWorld

TWO YEARS
Jim Moody - PC World On-Line
Richard Bastas - CIO
Thierry Outrebon - IDG France
Mayumi Oyamada - Macworld Japan
Yasuyo Ishizuka - Macworld Japan
Shawn LaFlamme - InfoWorld Direct

ONE YEAR
Bruce Gray - SunWorld/Publish
Christian Christiansen - IDC
Nancy Kruse Hannigan - IDC
Dorothy Caspersen - CIO
David McIntyre - IDG
Jay Savell - Computerworld
Michelle Orme - IDG Norway
Signe Kirsebom Johansen - IDG Norway
Earl Angus - InfoWorld

Chairman's achievers

Moira Gillis
Assistant Art Director
CIO

Gillis *World Update*

Moira Gillis' work on the 1991 *CIO 100* issue earned *CIO* its first Gold Ozzie Award from *Magazine Design and Production* for Best Special Issue Design. Gillis not only designed the special-issue format but also developed the issue logo while managing the art direction, design and layout. "Moira's commitment to producing a dynamic, polished and engaging issue meant many late evenings in the early summer weeks," said *CIO* Art and Design Director Mary Marshall. "She worked very closely with our editorial staff to develop a format that would accommodate the special needs of this annual effort."

To nominate a Chairman's Achiever, request a form from the IDG Chairman's office at fax (617) 859-8642.

Address book changes

IDC Thailand has moved to the following address:

Ms. Amy Singhatoraj
A.R. Business Consultants
27 Charoen Nakorn 14 Rd.
K Long San
Bangkok 10600
Thailand

Tel: +662-439-4519-25
+662-439-4600-4

Fax: +662-439-4616

Noteworthy !

PROMOTIONS

Gillan *World Update*

Clare Gillan, previously manager of IDC's Applications and Information Access Program, has been named director of the group. "Clare has brought this program to life," said Director of Software Research Tony Picardi. "She is inventing a way of defining the information access market, which clients have found extremely valuable." Gillan has worked for the Systems and Software division since joining IDC as an analyst in 1988.

Scholze *World Update*

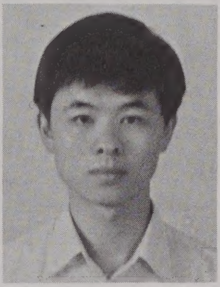
In the same division, Associate Analyst **Jennifer Scholze** has been promoted to analyst. She joined IDC in 1989 as an intern and later moved up to research associate. "Jennifer has helped to strengthen the program through her hard work and initiative," said Gillan. "She has successfully juggled many important responsibilities including keeping clients happy, managing the software research group database — which currently has more than 200 software companies — and working with the sales force to generate new business."

■ ■ ■

Fifteen-year IDC veteran **Terri LeBlanc Bergstrom** has been named director of business development for IDC's consulting division, where she had been marketing manager. She will be working with Consulting Vice President Don Best in all phases of consulting sales, marketing, proposal writing and customer service, as well as exploring new business opportunities for IDC. "Most recently, Terri was responsible for the successful planning and implementation of IDC's spring series of Consulting Breakfast Sessions, at which more than 500 qualified consulting prospects learned how IDC can assist them in developing their market strategy," Best said.

Bergstrom *World Update*

■ ■ ■


Lee *IDG Taiwan*

Arthur Lee, former executive editor of *Computerworld Taiwan*, has been promoted to chief editor. In his six months with the company, "Lee has contributed toward improving *CW Taiwan*'s production process and strengthening the editorial contents," said IDG Taiwan General Manager Harry Yen.

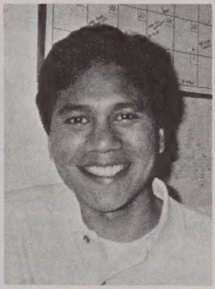
NEW EMPLOYEES

Marta Justak Partington is a new project editor at IDG Books' Indianapolis office, starting out with the Macworld product line. She was previously editor of *U.S. Kids*, a national magazine with a circulation of 300,000. Partington has a BA in American history and comparative area studies (Latin America and the Far East) from Duke University, and when she's not driving her five children to their activities, she makes time for free-lance writing.

■ ■ ■

Kirstin Pihl has signed on as a sales assistant at *CIO*'s New Jersey office, where she is handling media kit distribution and general office management. She was most recently an account executive for inside sales at Metrographics, a printing and computer services firm. Pihl enjoys tennis, calligraphy and painting.

InfoWorld welcomes several new employees. Circulation Manager **Kris Cunningham** most recently served briefly as circulation manager at Miller Freeman after a 10-year career in circulation at Cahners Publishing. She recently moved to San Francisco from Colorado and is enjoying exploring her new home.


Angeles *InfoWorld*

André Angeles is *IW*'s new advertising/production coordinator. He was previously national advertsing rep for the *Peninsula Times-Tribune*. Angeles has a BA in advertising from San Jose State University and is a "film fanatic."

Senna *InfoWorld*

IW's test development specialist on the text and graphics team is **Jeff Senna**, who was formerly a PC technical support specialist for BellSouth Communications Systems. He studied general business and computers at Orange Coast College and Golden West College. A former musician with the U.S. Air Force Band, Senna plays flute and piano.

■ ■ ■

Administrative Assistant **Tracy Crane** will be providing general office and customer service support for Macworld CD Ventures. She attended MTI-Western Business College in Sacramento, Calif., and is certified as a design and publication technician. Raquetball, skiing and horseback riding are among her interests.

■ ■ ■

PC World's new assistant production manager is **Kathy Badertscher**, previously production manager for *Computerland* magazine. She has a BA in English and creative writing from the University of California/Davis and enjoys running, swimming, biking and music.

Do-er's profile

Chris Curry

- **HOME:** Los Altos, Calif.

- **PROFESSION:** Regional Manager, *Network World*

- **JOINED IDG:** August 1984

- **BEST PART OF YOUR JOB?** The fun, intelligent people I deal with as clients and within the company and watching *Network World* grow from a start-up to the leading publication in its field.

- **LATEST ACCOMPLISHMENT:** Increased ad pages 32% over last year for the first half of the fiscal year.

- **OUTSIDE INTERESTS:** Theater, skiing, whitewater rafting and attending my stepsons' Little League, basketball, soccer and football games.

- **FAVORITE VACATION DESTINATION:** Venice, Italy: the most beautiful and romantic city in the world.

- **FAVORITE AUTHOR:** William Shakespeare

- **FAVORITE FOODS:** Raspberries and *tiramisu*

- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD:** Sing. I can't carry a tune!

- **FAVORITE MUSICIAN:** Bob Dylan

- **IF YOU WERE INDEPENDENTLY WEALTHY, YOU WOULD:** Start a charitable foundation and help some of the causes I currently support, including finding a cure for AIDS, providing relief for those who suffer from it, alleviating world hunger and preventing child abuse.

- **IF YOU COULD CHOOSE ANOTHER PROFESSION TOMORROW:** I would be a museum curator or own an art gallery.

- **FAVORITE POSSESSION:** My wedding ring.

- **MANAGER'S PROFILE:** "Chris is a *Network World* veteran who is probably one of the most responsible and hardworking reps I've ever worked with." - Colin Ungaro, *Network World* president and publisher

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Gebhard Osterwalder,
IDG Switzerland

Ann Roskey, ETA

Catey Truman, IW

Card buy negotiations result in company-wide discounts

- PAGE 2

IDG Books realizes big savings with custom-milled stock

- PAGE 4

Merchandising can have a big impact at low cost

- PAGE 5

IDG World Update

VOLUME 23, NUMBER 17

APRIL 26, 1993

The Publishing Institute Presents: 141 ways to boost your bottom line

Thirty-four Publishing Institute graduates and graduates-to-be attended the most recent Publishing Institute Phase 2 programs held Dec. 7-9, 1992 at Babson College in Wellesley, Mass., and March 1-3 at Chaminade in Santa Cruz, Calif.

PI Phase 2 is a two-and-a-half-day follow-up to the week-long Publishing Institute designed to renew and extend the personal growth fostered at the basic Publishing Institute, according to meeting facilitator Bob Miller. Each follow-up session focuses on one or two topics of particular interest to IDG's publishing units, which are determined by feedback from PI graduates and division presidents. As such, each session is unique and reflects a topic of pressing concern to IDG.

Not surprisingly, given today's challenging economic conditions, the focus of this year's PI Phase 2 was Publishing Economics. Attendees examined the potential of revenue-producing and cost-saving ideas as they pertained to circulation, production, sales, marketing, editorial and ancillary products.

IDG employees with expertise in each of these functional areas organized and led the discussions. "Their roles were essential to the overall success of the program," noted Miller.

Where credit is due

The following employees attended the most recent PI Phase 2 programs and are responsible for generating the ideas contained in this issue:

Charles Babcock, *CW*; Marcia Blumenthal, *CIO*; Paul Boule, A+ Publishing; Pat Crotty, *IW*; Lindsay Davidson, *MW*; Shannon Dolan, *MW*; Jeff Edman, *PCW*; Kevin Ellis, *IW*; Jon Epstein, *Multimedia World*; Anne Foley, *MW*; Paul Gillin, *CW*; Susan Hanshaw, TechMedia; Kathy O'Leary Hayes, *CIO*; David Hill, IDG International News Group; Bernie Hockswender, *CW*; Edie Holmes, GITG; Derek Hulitzky, *CW*; Jim Hussey, *FCW*; Heather Martin Maier, *PCW*; Lew McCreary, *CIO*; Kevin McPherson, *CW*; Gail Odeneal, *CW*; Dan Orum, Macworld CD Ventures; John Rousseau, Infotainment World; Randee Rubin, GITG; Matt Smith, *CW*; Carol So, IDG; Martha Stephens, IDG; Dale Strang, TechMedia; Bernie Theobald, *PCW*; Evilee Thibeault, *NW*; Steve Vito, *InfoWorld Direct*; John Watts, *CW*; Debbie Winders, *NW*

A number of U.S. business unit presidents also participated in both follow-up sessions. On hand to share their insights were **Jim Casella**, president of InfoWorld Publishing; **Ken Kaplan**, CEO of Government Information Technology Group; **Jim Martin**, president of Macworld; **Colin Ungaro**, president of Network World and **Ted Bloom**, IDG controller.

"**Susan Petrie** [IDG vice president of financial analysis and planning] contributed enormously to the development of this program," Miller said. "She basically served as my co-chair and was my primary colleague in fashioning the curriculum. Her input was invaluable."

At the conclusion of each program, subgroups were asked to discuss and present back to their fellow participants a summary of the important concepts and ideas that emerged during the Publishing Economics conference. What emerged was a potpourri of suggestions, all aimed at one thing: boosting the bottom line.

In this issue we present those suggestions, organized by functional area, and take a brief look at some publications' experiences in putting these ideas into practice.

A special thanks to **Liz Gulla**, IDG senior financial analyst, for compiling and organizing these lists.

Control your expenses

Overall

1 Involve the entire staff in expense control efforts — consider a contest.

2 Offer incentives for significant cost control results.

3 Improve productivity wherever possible.

4 Freeze hiring of newly budgeted positions. Defer hiring replacement employees as long as possible.

5 Negotiate for annual contracts based on volume.

6 Leverage the buying power of IDG through volume buying, co-mingling arrangements.

7 Monitor consultants — contract costs add up quickly.

8 Evaluate the costs/benefits of performing a function in-house vs. outsourcing.

9 Evaluate investing in a copier with advanced collating capabilities as this may save time and printing costs.

10 Review travel and entertainment policies.

11 Eliminate unprofitable ancillary businesses.

12 Check invoices carefully to make sure that you are charged only for those services requested.

13 Do not pay entire bill before product/service is rendered in order to maintain your bargaining power if final product is not as promised.

14 Take all cash discounts.

15 Use 800 numbers whenever possible when calling long distance.

16 Leave detailed phone mail messages to avoid time wasted from "phone tag."

17 Route the paid publications within your department.

Volume card buy yields discounts for IDG pubs

For the past two years, most of IDG's U.S. publications, as well as World Expo Corp., have leveraged their volume buying power with Schmidt Printing, Inc., a Minnesota firm that produces blow-in and bind-in cards as well as card decks, direct mail pieces and renewal/billing materials.

Computerworld's Circulation Art Director/Print Production Manager Paula Foss, *CW* Production Director Chris Cuoco and *NW* Production Director Ann Finn negotiated an agreement that earns IDG business units a 6% discount on all mechanical charges. Business units can submit their jobs independently, so there's no need to coordinate with another company's schedule or specifications. For *CW*, which usually orders 1.5 million bind-in cards and three million blow-in cards every two months, the discount adds up to $7,000 to $10,000 in annual savings.

All IDG orders are tallied over the course of the year, and if volume increases significantly, business units will receive a deeper discount the following year.

Employees help trim costs at IDG Books

Leading the charge in IDG Books' battle to curb expenses is the unit's newly formed Cost Control Committee. Headed up by Manufacturing Manager Lana Olson, the Cost Control Committee is composed of one representative from each department and includes employees in both the San Mateo, Calif., and Indianapolis offices. The group, which meets every pay day, focuses on identifying ways in which IDG Books can control costs for everyday purchases or transactions using the most practical and efficient methods, according to Olson. Committee members are responsible for reporting back to their respective departments regarding the group's findings and recommendations.

Each meeting focuses on a particular area, for example, shipping. "Most recently we've been analyzing our costs for overnight carriers," said Olson. "It's astonishing to tally up what we spend annually for sending packages overnight." The group does not mandate policy, but looks to educate and inform. "We're primarily about changing attitudes," noted Olson. "For example, we want people to think about whether a package really needs to get there by 10:00 the next morning or would an afternoon delivery be OK."

Other areas the group plans to investigate in the near future include travel expenses and supply purchases.

18 Hire temps/part-timers to fill openings.

19 Look for cross-training opportunities to reduce need for additional personnel.

20 Shift personnel to contract labor if need is for a specific duration.

21 Tie management compensation to division performance.

22 Tie management bonuses to expense reduction targets.

23 Hire non-paid or small stipend interns from local college and university internship programs to work on specific projects.

24 Review all contracts regularly.

25 Obtain at least three quotes on every job. After you get the quote in writing, continue to negotiate throughout the whole process.

26 Establish a three- or five-percent discount with the vendors with which you do the most business.

27 Freeze salaries of entire staff or senior team.

Computerworld talks its way to big savings

Renegotiating the printing contract, one of the big ticket items in any publication's budget, can yield significant savings, as *Computerworld* recently proved when it went looking to improve the terms of its contract with Perry Printing in Waterloo, Wisc. The company ended up with a contract that will save it several hundred thousand dollars a year.

"Perry has always done an excellent job for us," noted Matt Smith, CW senior vice president of operations, "but with the economy and the overcapacity in the printing industry we wanted to justify the price we were paying." So, in the fall of 1992, Smith told Perry that he planned to put the publication out to bid.

Smith, Production Director Chris Cuoco, Vice President/IS Linda Nelson and Distribution Manager Bob Westcott met informally with several other printers to let Perry know they were serious and to put pressure on the company to respond by the mid-January deadline when Smith planned to mail out the formal request for proposals.

Not only did Perry respond before the deadline, but the terms of the final contract went beyond Smith's original hopes. Under the newly negotiated terms of the contract, Perry rolled back its prices to 1989 levels. In addition, Perry renegotiated its union bindery contract to allow it to commit to printing 30,000 issues by 1:30 a.m. Saturday, thereby ensuring Monday morning delivery of those issues.

"In today's economy it just makes sense for publishers to work with their printers to establish a working relationship that ensures a timely, quality printed and cost-effective product for our readers and advertisers," noted Cuoco.

Editorial/Production

28 Obtain as many bids as possible during contract renewal.

29 Consider the impact of printer's location on distribution rates when finalizing printer candidates.

30 Renegotiate print contracts — extend terms with reduced rates.

31 Renegotiate underconsumption allowances with printer.

32 Work with contracted printer to find expense-saving methods.

33 Reduce use of freelance writers/graphics artists.

34 Tighten ad/edit ratios.

35 Reduce folio size.

36 Reduce number of house ads.

37 Reduce color.

38 Reduce trim size.

39 Reduce print order.

40 Eliminate UV coating on subscriber copies.

41 Change frequency.

42 Change paper stock.

43 Buy your own paper to avoid mark-up.

44 Never rush print jobs unless absolutely necessary — the costs are very high.

45 Close book earlier.

46 Explore changing format, for example, tabloid to magazine.

47 Consider investments in pre-press technology.

48 Use efficient forms for printing, i.e. 32s and 16s, and avoid 4s and 8s. This reduces the number of binding sections and press makereadies.

49 Save plates and makeready costs by limiting 4-color to one side of the web in a few forms, instead of run-of-book 4-color.

50 Request the printer to break out ink charges on your invoices as you should pay for only the amount of color ink used.

51 Check the number of proofs made to make sure there aren't more than needed.

NW reader roundtable yields big returns

Last August, *Network World* and *Marketing Computers* co-hosted a reader roundtable discussion on the topic of "Buying Software in the Enterprise." The meeting cost $2,500 (recruitment, stipends and lunch) but the exposure was priceless because it generated several significant promotional opportunities:

- **A feature article in *Marketing Computers.***
- **Two stories in *Network World.***
- **A 10-minute video on buying software in the enterprise used by *NW* sales reps.**
- **Snippets for *Network World*'s four-minute overall video.**
- **Testimonials for the company's latest brochure.**

"When you have your readers in a room, think ahead and seize the opportunity," suggested *NW* Vice President of Marketing Evilee Thibeault. "Have them sign release forms for print, press and video and then think of all the ways you can bring your readers to life for your advertisers."

52 Consider mixing different stocks, e.g. printing one section on uncoated stock.

53 Coordinate group purchases of bind-ins with other IDG publications.

54 Print enough bind-in cards for several issues at one time.

55 Use different weights of cover stock, e.g. heavier weight for newsstand copies, lighter for subscriber copies.

IDG Books sheds weight

Readers of IDG Books' *Windows 3.1 SECRETS* probably won't notice, but the company is generating big savings — not to mention lots of interest from fellow publishers — with its decision to print the book on a lighter paper stock. In book publishing, where paper costs can represent as much as 60% of a publisher's manufacturing costs, even small changes in the price of paper can add up to significant savings, noted Lana Olson, IDG Books manufacturing manager.

"Normally, we would use a 50-lb. paper," explained Olson, "but this book was coming in at over 900 pages and we were looking for ways to cut our manufacturing costs."

So Olson decided to investigate her paper options. Of most concern were the bulk and opacity of the paper, explained Olson, noting that most 40-lb stock is too transparent for heavy ink coverage. However, by working with both the company's printer and paper mill, Olson was able to create a custom 40-lb paper with the same characteristics as the 50-lb paper they had been using. Fifteen percent of the company's books are now printed on this custom stock and in the year since making the decision to go with this paper, IDG Books has realized a savings of $84,000.

"This paper allows us to keep our spine width down in high page-count books, thereby meeting booksellers' requirements for shelving," said Olson. "I've had a number of calls from other publishers wanting to know what paper we're using in this series. Of course, I tell them it's proprietary information."

Advertising/Marketing

56 Combine sales territories.

57 Clean up your comp and promo list each quarter. Only those who buy advertising space should receive your promotion. Further target by dividing by key accounts, technology, advertiser or agency, etc.

58 Plaques and counter cards make very useful and low-budget sales leave-behinds. Laminated certificates are less expensive than engraved plaques. An engraved plaque costs about $50 vs. $20 for a laminated certificate.

59 Use your own publication to get the message across to both your readers (house ads) and advertiser customers (house ads and comp wraps).

60 When placing ad space:

- List yourself as an in-house ad agency and save 15%.
- Negotiate for premium positions at no extra cost.
- Use all of the merchandising offered.

61 When preparing ads:

- A mechanical with color breaks often serves the purpose for black-and-white or two-color ads.
- Create simple black-and-white house ads on a Mac, print enlarged version, and shrink to appropriate size on stat camera for clean reproduction.

62 Stretch those marketing dollars:

- Can your most recent news release become a direct mail piece?
- Can your issue wrap become a newsletter?
- Can your round-table discussion become an article or videotape?
- Can your latest ad become a reprint as collateral or mail piece?

63 A Mac-generated presentation from Persuasion can become color overheads, slides, black-and-white

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, April 26, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted a brief summary highlighting the responsibilities and qualifications will be included.*

SALES PROMOTION COORDINATOR (WORLD EXPO)

Reporting to the Sales Manager, the individual in this position will be primarily responsible for promotional and administrative support of the exhibit sales department. Specific duties will include typing and mailing all sales letters and sales kits, coordinating promotion mailings, monitoring the call reporting system, as well as generating and updating sales status reports for each individual show. College degree and experience in marketing communications within the information technology industry required; knowledge of MS Word, Lotus 1-2-3 and Marketforce preferable.

MARKETING SPECIALIST/PROMOTIONS (NETWORK WORLD)

The individual in this position will plan, research and write all promotional materials, including media kits, direct mail pieces, advertisements and sales presentations. Under the direction of a graphic designer, this key player in the marketing team will also be required to complete select projects from conception to page layout to final printing. In addition, this person will serve as the liaison between the marketing department and sales staff. College degree and at least two years related experience, working knowledge of Quark Xpress, Aldus Freehand and Aldus Persuasion required; some basic knowledge of print production beneficial.

ASSISTANT TO THE PRESIDENT (MACWORLD)

The individual in this position will perform administrative and clerical duties to insure the smooth functioning of the Office of the President. Responsibilities will include facilitating and expediting incoming and outgoing communications of the office, as well as representing the President as situations dictate. The ideal candidate will have initiative, motivation and professionalism, as well as strong attention to detail, excellent organizational, effective communication and time management skills. In addition, this position requires the ability to prioritize, enthusiasm for problem-solving, familiarity with the publishing industry and Macintosh proficiency (MS Word, Excel, Persuasion).

MARKETING PROGRAMS COORDINATOR (PC World)

Responsible for coordinating reprint and awards programs, assist with desktop publishing, and provide backup for the research department. Must possess strong analytical and communications skills both written and verbal. Must have basic design and desktop publishing skills on the Macintosh. Background in accounting, budgets and reporting of financial information. Ability to juggle multiple tasks.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry/Louise Reed	(508)935-4407	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)935-4734	(508)935-4406
IDC/T.I.S. Corp.	Debbie Bernardi / Dana Miller	(508)935-4361	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)935-4605	(508)935-4406
CWPI/CWDD	Susan Perry/Louise Reed	(508)935-4407	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge	(415)978-3200	(415)978-3100
IFTW	Christine Yam	(415)349-4300	
IW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: April 26, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Human Resource Rep.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Paralegal - P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Business Administrator	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
IDG	Fulfillment/Database Coord.	IDG News Group, Boston, MA	M. Cornetta	(508)935-4734
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	A/P Data Entry - Part-time	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Senior Tax Accountant	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Computer Operator	Framingham, MA	E. Bocko	(508)935-4704
WEC	Sales Promotion Coordinator	Framingham, MA	D. Ferrante	(508)879-6700
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Mktng. Specialist/Promotions	Framingham, MA	S. Perry	(508)935-4407
NWW	Production Coordinator	Framingham, MA	A. Finn	(508)820-7425
NWW	Account Executive	Framingham, MA	J. Banyon Pinsky	(508)875-6400
NWW	Staff Writer/Senior Writer	Framingham, MA	E. Bocko	(508)935-4704
NWW	Washington Editor	Washington, D.C.	E. Bocko	(508)935-4704
NWW	Fluegelman Intern	Framingham, MA	E. Bocko	(508)935-4704
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	E. Bocko	(508)935-4704
CIO	Circulation Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC	Research Director	IDC Government, Vienna, VA	E. Bocko	(508)935-4704
CWDD	Admin./Sales Assistant-P/T	Framingham, MA	P. Marcotte	(508)879-0700
CWPI	Copy Editor	Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Sales Assistant (2)	Burlingame, CA	S. O'Brien	(415)347-0555
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
CWPI	Administrative Assistant	Rochelle Park, NJ	V. Galbo	(201)587-0090
IW	Graphic Artist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Business Manager	San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)572-7341
PCW	Marketing Programs Coord.	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Market Development Manager	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Newsstand Manager	*PC World,* San Francisco, CA	D. Ball	(415)978-3305
PCW	Assistant System Admin.	*PC World,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Associate Publisher	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Director of Marketing	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Editor-in-Chief	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
MAC	Assistant to the President	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Sr. Associate Editor/Features	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Production Coordinator I	*Infotainment World,* San Mateo, CA	P. Ferguson	(415)349-4300
IFTW	Receptionist/Admin. Support	*Infotainment World,* San Mateo, CA	J. Smith	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

leave-behinds and boards with the proper equipment.

64 When printing letters for a large promotional mailing, print two-color on bond paper instead of using expensive letterhead and envelopes.

65 The printer that is under contract with your production/reprints manager may be able to accommodate your needs, with the added benefit of the discount extended to your production department.

66 Use standard-size stationery for mailings whenever possible as custom sizes cost more.

67 Compare the price of recycled vs. first-run paper as recycled paper is often more expensive to purchase.

68 Review the number of employees sent to a trade show, making sure to send only the number of people needed.

69 Merchandising does not have to cost a lot to be worth a lot.

Mail

70 Plan ahead and use the mail first, fax second, air service economy third and air service priority only in emergencies.

71 Use couriers for local deliveries, as they are less expensive than overnight services.

72 Remember:

- Air couriers have priority and standard rates.
- Use your corporate air courier charge numbers to get bigger discounts.
- Ask for a chargeback number when anyone except a customer asks for an air delivery.

Merchandising: Beyond the focus group

When asked to submit a merchandising proposal, review your customer's marketing and sales objectives and then use your knowledge of the marketplace to help formulate the plan, suggested *Network World* Vice President of Marketing Evilee Thibeault. Many publications are quick to offer focus groups or benchmark studies at $6,000 to $10,000 a piece. These have high out-of-pocket costs and don't do much to differentiate your publication, she adds.

The following plan is an example of the merchandising services offered to *Network World* advertisers. It has a perceived value of $20,600 but an out-of-pocket cost of only $2,350.

Research	Perceived Value	Actual Cost
Custom Harvey Question*	$600	0
Demographic profile**	$5,000	0
Questions on BBS	$3,000	0
Collateral		
500 ad reprints	$500	$500
10 plaques for sales offices	$300	$300
Advertising		
Insert under show bellyband	$1,000	$100
Postcard in deck	$3,000	$1,200
Sales leads		
1,000 subscriber names	$200	$50
Lead service (Bingo card)	$2,000	$200
NetACCESS***	$5,000	0
TOTAL	**$20,600**	**$2,350**

"With the plan above you can offer a well-rounded and memorable merchandising package that can both differentiate your publication as well as help endear you to the customer," said Thibeault.

***_NW_ conducts quarterly Harvey Research studies. The company allows _NW_ to add several questions for no additional charge.**

****Based on information generated from controlled circulation efforts.**

*****Proprietary _NW_ service that allows readers to download demo copies of advertisers' products. _NW_ supplies a list of hot leads to advertisers.**

73 Seek rates from both Federal Express and competitors, as other carriers tend to be less expensive than Federal Express.

Events/Trade Shows

74 Exploit all of your alliances. A trade show or user group can help by:

- Making your product their official publication.
- Putting your editor on their advisory panel.
- Trading advertising space for booth space.
- Mentioning your product/services in their promotion.
- Co-sponsoring your party.

75 When hosting an event, choose the least expensive menu wherever possible. The options, ranked from least to most expensive, are: continental breakfast, full breakfast, lunch, dinner/cocktails.

76 When hosting a cocktail party, make sure that cost cutting concerning menu selection does not compromise the favorable impression that you seek to leave with the guests. This is not money well saved.

77 Consider serving elegant pasta for lunch or dinner. It costs less than meat and can be eaten by most health-conscious people.

78 Ship trade show booth and supplies by ground transportation whenever possible.

79 Negotiate with hotels/airlines when planning an event. They should be able to offer a volume discount.

80 Hire temporary booth staff to save on transportation, lodging and food expenses of internal staffers.

Make it official

Being named the official publication of a trade show or other event brings visibility as well as cost savings. *Federal Computer Week* signed trade agreements to be the official government publication for INTEROP (1992 to 1994) and FedUnix (1992, 1993).

In exchange for ad space and lending the status of its name, *FCW* gets free booth space and distribution of the publication to attendees in registration packets and/or at the show. INTEROP also underwrote the cost of three presentation theaters in which *FCW* conducted presentations on the federal buying process and other topics, a boon for INTEROP because the sessions draw government buyers and high quality attendees to a typically non-government show, thereby helping INTEROP expand its market.

Budgeting

81 Use corporate guidelines and comparisons (key statistics and expenses as percentage of revenues).

82 Set up contingency plans at budget time.

83 Build expense lines conservatively.

IDG General Guidelines
Expenses as % of Revenues

Expenses	IDG Average Monthly Publications	IDG Average Weekly Publications
Editorial	10%	11%
Production	18%	16%
Advertising	12%	14%
Marketing	3%	3%
Circulation	18%	17%
G&A	11%	11%
Bad Debt	3%	2%
Alloc. of Mgmt. Services	3%	3%
MSD Allocation	1%	2%
Ancillary Products	4%	4%
Total % Expenses	83%	83%

Circulation

84 Take advantage of pallet/pre-sort discounts.

85 Explore opportunities for cost savings in fulfillment and distribution by working with other IDG units to increase volume/efficiency.

86 Combine mailings from printer with other IDG publications, if possible.

87 Seek potential distribution cost savings in entry points, containerization, postal rates, etc.

88 Eliminate postage-paid envelopes for reader service.

89 Cover-wrap requalification form with issue to save on postage.

90 Consider band wrapping (with paper) rather than polybagging issues to save packaging costs, if possible.

91 Test potential cost savings opportunities in circulation promotion, e.g., using a less expensive package that can achieve the same response rate.

92 Reevaluate single-copy drawer amounts regularly.

93 Seek new, more efficient circ promotion activities, e.g., *GamePro* successfully increased circulation through its television show.

94 Develop agreements with key vendors for card-in-the-box programs.

95 Send a promotional mailing third class to save on postage if it is not a priority or it is planned in advance.

PCW boosts profits with longer subs

PC World **began testing longer term subscriptions in the second half of last year and the results to date have been very positive, said Subscription Director David Ball. "It's much more profitable for us to sign up people for two or three years," Ball noted, explaining that longer subscriptions require fewer costly renewal campaigns.**

PC World **used a blow-in card to test three prices at three different terms. Subscribers were offered a one-year renewal at $19.97 or $1.66 an issue; two years for $35.75 or $1.49 an issue; or three years for $46.45 or $1.29 an issue. "A significant number of people have opted for the longer terms," said Ball. Revenue per order jumped from $20.00 per sub to $26.50 per sub. "Not having to get 10,000 additional subscribers through direct mail each year can save us over $100,000," said Ball. "We'll be adding a two-year offer to most of our insert cards soon."**

Enhance circulation revenue

96 Gradually convert from non-paid to paid circulation.

97 Increase subscription price.

98 Encourage early renewals.

99 Implement longer term subscriptions.

Desktop Video World wrap yields free lists

TechMedia Publishing's *Desktop Video World* has garnered good results from a new circulation promotion that puts a twist on the traditional card-in-the-box program.

Billed as a merchandising opportunity for clients, the "ad wrap" includes advertising copy for the client's product bundled around a free issue of *Desktop Video World*. The issue is delivered to prospective readers "compliments of" the vendor, and it includes a business reply card for a *DTVW* subscription.

According to Circulation Director Deborah Walsh, this type of program is unusual for a paid consumer title and more common to a controlled circulation book. All but one of the first five promotions have yielded excellent returns — about a 13% gross response, compared with 5% or 6% (or less) for many direct mail campaigns.

While TechMedia incurs all the expenses of production, it gains a new source of potential subscribers at no charge. Since several of these clients don't sell their lists on the market, it's also a good way to acquire unique names, Walsh said. The program needs to be well coordinated with the production department, as it's another element added to an already full schedule. On the downside, Walsh said there's a risk of getting a bad list, since vendors don't want protected lists to go through a merge/purge.

Maintain/improve yield

100 Develop ad rates that are commensurate with the value delivered, and stick to the rate card.

101 Understand each of your client's unique visions and needs, and convey your publication's ability to assist in meeting these needs/objectives.

102 Don't just sell ad pages — market them.

103 Hire qualified, experienced sales people to compete in this challenging marketplace.

104 Implement rate adjustments, e.g., circulation up 5%, rates up 5%.

105 Maximize revenues from advertisers through premiums and managing the rate card, e.g., tiered pricing.

106 Charge more for color.

107 Implement a frequency/fractional discount structure that makes sense for your particular market and publication.

108 Give category exclusivity to advertisers for a high fee.

109 Avoid rate protection.

110 Tie sales compensation to yield and/or yield growth.

Generate alternative sources of revenue

111 900 lines
112 Books
113 Bulletin boards
114 Buyers guides
115 Card decks
116 Catalogues
117 CD-ROMs
118 Conferences
119 Contract publishing
120 Custom reports
121 Databases
122 Demographic editions
123 Directories
124 Disk products/productivity packs
125 Expositions
126 Fax-back service
127 Geographic special reports
128 List rentals, expanded to non-traditional markets
129 Merchandising
130 Newsletters
131 On line services
132 Partnerships with IDG publications and other magazines
133 Reprints
134 Selling space in polybags
135 Seminars
136 Software sales
137 Special issues
138 Subscription-based disks
139 Supplements
140 Videos
141 White papers

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Susan Petrie, IDG
Matt Smith, Computerworld
Evilee Thibeault, NW
Lana Olson, IDG Books
Paula Foss, Computerworld
Chris Cuoco, Computerworld
Lisa Kirchoff, FCW
David Ball, PC World
Deborah Walsh, TechMedia

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

Windows World Expo makes successful Italian debut
- PAGE 2

***Macworld* named a finalist in National Magazine Awards**
- PAGE 4

ETA expands platform compatibility of *Computerworld* CD
- PAGE 5

IDG World Update

VOLUME 23, NUMBER 18 **MAY 3, 1993**

New Zealand's CW Expo claims top spot

Apparently someone forgot to tell IDG New Zealand that there's a recession going on. The company is enjoying an exceptional year that includes having already met its aggressive plan for fiscal 1993 and, most recently, wresting the No. 1 spot in the domestic exhibition arena from its chief rival, which has dominated the market for 10 years.

Now in its third year, Computerworld Expo attracted 100 exhibitors and close to 10,000 visitors to Auckland for its three-day run at the end of March. In three years, the show has doubled both its revenues and exhibitors and boosted attendance by 60%.

General Manager **Martin Taylor** said that positioning has been key to the success of CW Expo. "Our major competitor offered what was primarily seen as a general PC show, so in our first year our strategy was to target senior corporate IS decision makers using *Computerworld*'s positioning and various mechanisms such as up market presentation, a high-level seminar program and high pricing," Tay-

- SEE PAGE 2

IDG publications dominate Computer Publishing Awards

Computerworld, Macworld, CIO *sweep top honors*

STAR RATINGS. OVER 400 PRODUCTS RATED
MACWORLD
Apple's New Servers
Apple Takes On Novell
Color Printers
27 Models Compared
25 Monitors Tested
Top Values in Monochrome Displays

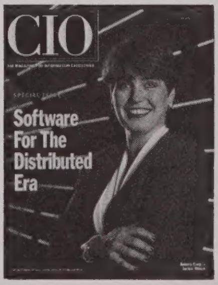
IDG garnered more than twice as many winning entries as any other publishing company at the Eighth Annual Computer Publishing Awards, the oldest and most distinguished writing competition of its kind. IDG won a total of 15 awards at the April 20 ceremony in New York, including seven for first place and eight finalist awards.

COMPUTERWORLD
IBM selling off software to raise cash, cut costs
ATM prices fall
NetWare 4.0 to roll
B

IDG competed against a record number of entries: 1,100 in the competition's 21 categories. Categories included articles, magazines, newspapers, books, on-line services, columnists and radio programs. The judges, also journalists, chose one winner and two equal finalists per category based on criteria including creativity, presentation, clarity, accuracy and significance to audience.

"The journalists and editors at IDG's publications strive to provide timely, accurate and relevant information and to do it all with style, creativity and excellence," said IDG Chairman **Pat McGovern**. "We are exceptionally proud of these awards because they recognize the value of the information we provide to our readers and the quality of the journalism in our publications."

"The judges noted that our presentation and style make room for witty and entertaining writing, and I think that's a quality that distinguishes us," said Editor-in-Chief **Bill Laberis**. "We faced very stiff competition, and this is a real honor for the entire editorial staff. They work long and hard and [get the job done] with far fewer bodies than many of our competitors."



"The *Macworld* team is delighted to have been chosen as the Best Computer Magazine in its circulation class," added *MW* President **Jim Martin**. "Our goal is to give our readers the best magazine in the world and to be the most useful reference source they have

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IDC Greece holds briefing session

IDC
INTERNATIONAL DATA CORPORATION
Kostas KATARAS
IDC GREECE
Roberto MASIERO
IDC EUROPE
Paschalis BOUCHORIS
IDC GREECE

IDC Greece

IDC Greece presented trends and perspectives on the Greek IT market at a briefing session earlier this year for journalists and IDC clients. Speakers included IDC Greece Managing Director Kostas Kataras (left), IDC Europe President Roberto Masiero and IDC Greece Chief Analyst Pascalis Bouchouris. IDC figures show that the roughly 18% annual growth rate for the Greek IT market in 1991-92 should continue in 1993, making Greece one of the fastest growing IT markets in Europe.

Top

- FROM PAGE 1

lor explained. In the show's second year, the company broadened its focus to make the show more PC-oriented and of wider appeal to drive up the ranks of both visitors and exhibitors.

New this year was a comprehensive Windows and networking conference that attracted 200 delegates and an international lineup of speakers.

As a result of its success, in July CW Expo will expand to Wellington, New Zealand's capital and the center of most government offices and large corporate computer sites. IDG's chief rival has staged an annual computer exhibition there for 10 years, but with IDG's decision to expand, the organizer recently announced it was cancelling its Wellington appearance, and the future of its Auckland event is questionable.

Taylor said that the company's success with CW Expo and MACWORLD Expo has served as the springboard for a move into conferences, an area that he expects to become another significant revenue stream in the next 12 months.

On the publishing front, IDG New Zealand's *Computerworld* and *PC World* are performing ahead of both plan and last year's figures. *CW* revenue is up 14% over last year and *PCW* is up 49%. In the first calendar quarter, each IDG publication carried more pages and each competitor carried fewer than last year. Overall, the company has added nine percentage points to its market share this year. While the total market is still flat and below 1988 levels in terms of ad pages, "optimism is on the rise," Taylor said.

Windows World Expo makes Italian debut

IDG Italy

Roberto Pinna Berchet (l), president of AssoExpo, IDG Italy's exposition partner, and Brunello Bossi, managing director of IDG Italy, welcomed attendees to Italy's premiere Windows World.

More than 11,000 IT professionals flocked to the first Italian edition of Windows World Expo, held in Milan March 31 to April 3. IDG Italy tapped some of the industry's foremost European representatives to participate in the opening session, including Francois Micol, vice president/managing director of Borland Europe, Paul Bailey, vice president of Lotus Europe and Erik Reitan, vice president/marketing of WordPerfect.

IDG Italy's mass-mailing of brochures and the steady stream of publicity in the general daily newspapers (both news items and editorials) and on radio ensured the high level of corporate and individual participation. Close to 70 different companies snapped up booth space, and the 13 conference sessions played to capacity crowds.

Change of address

Hi-Tech Information, IDG's Korean publishing partner, will have a new address as of June 1.

Woosung B/D 3F
333 ChangChun-Dong,Mapo-Ku
Seoul, Korea

Tel: 82-2-325-7816/7
Fax: 82-2-325-4471

On line

ASK KEITH

IDC U.K. Managing Director Keith Henry, who joined the company in August 1991, reflects on some of the changes and challenges facing IDC.

Q IDC U.K. is the leading IDC country office in terms of profits for the first half of the year. What factors have contributed the most to IDC U.K.'s recent success?

A 1992 was a turnaround year for IDC U.K. and this year the momentum continues. Key success factors are a committed management team working toward a specific strategy coupled with a creative high-energy sales team. The net result has been a marked improvement in our revenues, while our cost base has actually fallen.

Our position has been enhanced by the addition, last October, of IDC Financial Services, managed by Alyson Prior. This group, located in IDC's other U.K. office in central London, brings a new set of industry skills and powerful product offerings. Integration between the two offices will further strengthen our position.

Another key factor is a deliberate strategy to secure relationships with new IT clients who have become budget holders in the current industry restructuring process. This has spread the risk in terms of our client base away from dependency on the major hardware vendors. Our own research shows the start of a recovery in the U.K. this year, and we believe we are well positioned to further strengthen our position as budgets become more accessible.

Q You joined IDC from Dataquest almost two years ago. What do you see as the main differences between IDC and Dataquest?

A As you would expect, both organizations do have a lot of similarities, yet the differences are critical. IDC in Europe enjoys a decentralized structure, and Dataquest has the opposite. The major challenge is the ability to translate this strength into profitable, competitive advantage. From a manager's standpoint the IDC network offers more scope for pragmatic, entreprenurial business practice...and is more fun!

There is no doubt that Dataquest remains our principle competitor in Europe. We hope to emulate the success of the IDC U.S. sales force in winning market share against this competitor in Europe during the next few years.

Q IDC U.K. has increased its local research activities substantially since you took over as country manager. What do you see as the primary areas of opportunity for IDC U.K.?

A IDC U.K. is enjoying a growing market position while our key competitors are struggling. In particular, we are achieving balanced growth between international and local programs. Our local expansion is being driven by high-quality, proven consulting expertise, managed by Hilary Utley, and improving capability in services research managed by Henry Trull.

To my mind the two most significant opportunity areas, not only for the U.K. but Europe as a whole, lie in further developing our software and services capability and attacking the lucrative telecommunications research industry. We have made a start, but there is still a lot to be done. It is also interesting that we are selling more U.S. products — especially storage and telecommunications — in the U. K. this year. This has largely come about as a result of the strong product and sales support from the U.S. research groups.

Q Since you joined IDC U.K. you have made every effort to bring the organization closer to the customers. Can you give us any examples of how you have done this?

A In the current IT climate, customization and flexibility win the day. This year we have deliberately positioned our local programs to appear seamless in the eyes of customer. The impact of this approach is that we now enjoy a reputation of being easy to do business with as well as gaining from the overall synergies of the various offerings.

Q Rumor has it that your management style advocates mixing fun and hard work in the workplace. Can you give us any examples?

A Essentially our staff members know their job and are at the same time prepared to multitask. This makes it easy to move away from a hierarchical structure to a flat, close-knit unit of people who gel and can enjoy some light-hearted repartee that doesn't distract from getting the job done. The working environment is both friendly and productive.

It is worth highlighting that IDC U.K. is pioneering the move toward becoming a quality-led company by registering for Marketing Quality Assurance accreditation. The process is likely to take nine months and requires a change in business practices from all staff members. The key motivation for taking this on is to improve efficiencies, morale and to deliver to the customer a guaranteed level of satisfaction. All staff are motivated to achieving these goals. We believe that we are working toward an organizational structure that can adapt to prospering in the external IT conditions of the '90s.

What's on your mind?

Questions for regular columnists IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy may be submitted anonymously via fax (617-423-0712).

Dominate

- FROM PAGE 1

when making buying decisions. We're especially pleased that *CIO* and *Computerworld* were also recognized in their respective classes. This clearly indicates that IDG has the people, talent and commitment to create first-class products."

"This award is a testament to what we're trying to do—be different in the marketplace," said *CIO* President **Joe Levy**. "We're not a news publication or a product publication or a technical publication; we're geared to helping people succeed. We entered for the first time last year, and we've hit a home run in our second at bat!"

IDG took home the following:

- **WINNER:** Best Computer Newspapers, (Circulation more than 100,000), *Computerworld.*
- **WINNER:** Best Computer Magazine, (Circulation more than 100,000), *Macworld.* (Winner for the third consecutive year.)
- **WINNER:** Best Computer Magazine, (Circulation less than 100,000), *CIO.*
- **WINNER:** Best News Story in Computer Publication: "Scam!," **Roberta Furger** and **Mike Hogan**, *PC World.*
- **WINNER:** Best Feature in a Computer Publication: "America's Shame: Separate Realities, and Official Word," **Charles Piller** and **Morton Kondracke**; **Liza Weiman** and **Cheryl England**, editors, *Macworld.*
- **WINNER:** Best Computer-Related Opinion or Editorial: "Conspicuous Consumer: Smart Company, Foolish Choices," **Deborah Branscum** and **Charles Barrett**, *Macworld.*
- **WINNER:** Advanced How-To-Book Systems: *Macworld Music and Sound Bible*, Christopher Yavelow and Jeremy Judson, IDG Books.
- **FINALIST:** Best News Story in Computer Publication: "CA Business Policies Anger Some Large Shops," **Johanna Ambrosia**, *Computerworld.*
- **FINALIST:** Best News Story in Computer Publication: "DISA to Services: Apocalypse Now," **Bob Brewin**, *Federal Computer Week.*
- **FINALIST:** Best Computer Columnist: Steven Levy, *Macworld.*
- **FINALIST:** Software Product Review: "Presentation Software Playoffs," Deke McClelland and **Steve Fox**, *PC World.*
- **FINALIST:** Introductory How-To-Book/Systems: *PCs for Dummies*, Dan Gookin and Andy Rathbone.
- **FINALIST:** Introductory How-To Book/Software: *Wordperfect for Dummies*, Dan Gookin, **Sandy Blackthorn** and **John Kilcullen.**
- **FINALIST:** Hardware Product Review: "50-MHz 486DX PCs," **Siobhan Nash** and **Gregory S. Smith**, *InfoWorld.*
- **FINALIST:** Computer Newsletter: *P.C. Letter.*

Publish, PC World take home Maggies

IDG publications were well-represented in the winner's circle at the Western Press Association's 36th Annual Maggie Awards. The Maggie Awards recognize excellence in journalism in a range of categories.

Publish collected two awards in the consumer magazine category for Best Color Editorial Layout ("Books in a New Light," October 1992, Ronna Nelson, associate art director) and Best Computer Technology, Electronic Data Processing and Telecommunication publication (December 1992 issue). Both of the awards honored work published after the publication's redesign in September 1992.

A *PC World* investigative piece entitled "Scam!" (May 1992, Roberta Furger and Mike Hogan, won Best News Story/Consumer and was a finalist for Best Public Service Series or Article. Other finalist awards in the consumer category were Best How-to Article ("Tips for the Road," February 1992), Best Table of Contents (December 1992) and Best Single Editorial Illustration ("Presentation and Software Playoffs," November 1992).

Macworld makes the cut

Macworld added another accolade to its awards portfolio last month when it was chosen as a finalist in the design category of the National Magazine Awards (NMA) competition. Co-sponsored by the American Society of Magazine Editors and Columbia University's Graduate School of Journalism, the awards are considered the most prestigious in the magazine publishing field.

The design award recognizes excellence of visual presentation and applies to the magazine's consistency over time. *Macworld* shared the stage with *Rolling Stone*, *Entertainment Weekly*, *Interview*, *YSB* and winner *Harper's Bazaar*. More than 10,000 magazines from a broad spectrum of fields entered the competition, and *Macworld* was the only technology-based publication to be named one of 70 finalists in the 11 award categories.

"The NMA is the most sought after magazine award in the U. S. To have been chosen as one of 70 finalists among the thousands of entries was a thrill for us at *Macworld*," said *MW* President **Jim Martin.**

"That no other technology magazine in America made the finals indicates that we at IDG need to raise the awareness of the fine work being done in technology journalism and design and to help change perceptions by some that computer magazines can't compete with the more recognizable consumer magazine titles. To some extent, all IDG publications are consumer books — written for consumers of IT — and offer the very best writing and design being done anywhere," he added.

"Congratulations to **Dennis McLeod** and his staff for raising the bar on magazine design and for the recognition for which they are so justly deserving."

In addition to McLeod, *Macworld*'s design team includes **Joanne Hoffman, Leslie Barton, Arne Hurty, Kent Tayenaka, Sylvia Benvenuti, Hae Yuon Kim, Tim Johnson, Belinda Chlouber** and **Martha Katt.**

IDG West Career Training & Development Program

Courses offered for May, June & July

For East Coast Listings see Reverse

Management Development

Course	Date	Time	Location
IDG Finances	Monday, May 17	9:00 am - 12:00 pm	501 Second St., San Francisco, CA
IDG Finances	Monday, May 17	1:30 pm - 4:30 pm	**IFW**
How to Overcome the Temptation to Do Too Much Yourself: The Techniques of Delegation...	Monday, June 21	8:30 am - 12:30 pm	**Hyatt Regency,** San Francisco Airport 1333 Bayshore Highway Burlingame, CA
Managing Within the Law	Monday, July 12	8:30 am - 12:30 pm	**TBA**

Professional Development

Course	Date	Time	Location
Speed Reading	Tuesday, May 4	8:30 am - 12:30 pm	**China Basin** 185 Berry St., Ste. 6440 San Francisco
Time Management	Monday, June 7	8:30 am - 12:30 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Coping with Work (and Life) in the 1990's	Monday, July 19	8:30 am - 1 :30 pm	**IFW**
Stress Management	Monday, July 26	8:30 am - 5:00 pm	**TBA**

Technical Development

Course	Date	Time	Location
Word For Windows (Intermediate)	Tuesday, May 4	8:30 am - 12:30 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Paradox (Basic)	Monday, May 10	9:00 am - 4:00 pm	**Abacus Training** 130 Battery St., Ste. 380 San Francisco, CA
Freehand for the Mac (Intermediate)	Tuesday, May 11	8:30 am - 12:30 pm	**Abacus Training**
Quattro Pro for the PC (Intermediate)	Tuesday, May 18	8:30 am - 12:30 pm	**Abacus Training**
Paradox (Intermediate)	Tuesday, June 1	9:00 am - 4:00 pm	**Abacus Training**
Quark XPress (Basic)	Tuesday, June 1	9:00 am - 4:00 pm	**Software Made Easy** 33 New Montgomery St., Suite 350, San Francisco, CA
System 7.0 for the Mac	Tuesday, June 8	8:30 am - 12:30 pm	**Abacus Training**
PageMaker for the Mac (Intermediate)	Monday, June 14	8:30 am - 12:30 pm	**Abacus Training**
Microsoft Word for Windows (Advanced)	Tuesday, June 15	8:30 am - 12:30 pm	**Abacus Training**
Windows for the PC (Intermediate)	Tuesday, June 22	8:30 am - 12:30 pm	**Abacus Training**
Excel for the Mac (Intermediate)	Tuesday, July 20	8:30 am - 12:30 pm	**Abacus Training**
Illustrator for the Mac (Intermediate)	Tuesday, July 27	8:30 am - 12:30 pm	**Abacus Training**

For more information, call Laurie Durlester at 415-312-0594 or contact your HR Representative.

Management / Professional / Technical Development

East Coast Collaborative Training Program

Courses offered for May, June, July & August

For West Coast Listings see Reverse

In an effort to help IDG employees and their families enhance personal and professional development while balancing work, family and personal issues, IDG is offering the *Lunch-Time Seminar Series*. The seminars are presented in association with *The Partnership Group* and *EAP Systems*. Please bring your own lunch. Sodas will be provided. To sign-up for the lunch-time seminars, please contact Kelly Lynch at (508) 935-4416.

Lunch-Time Seminar Series

Talking It Out: Building Communication Skills Monday, May 10, 11:30 - 12:30 apx., IDG HR Conf. Rm
Do your children ever "tune you out"? Let this seminar help you to encourage your children to express their feelings. Discuss simple, practical techniques to help improve communication with children of all ages. Offered by *The Partnership Group*.

Developing Responsibility and Independence: Skills you CAN Teach Monday, June 7, 11:30 - 12:30 apx., IDG HR Conf. Rm
Learn how your children can become more responsible youngsters and independent adults. This seminar, presented by *The Partnership Group*, will focus on how parents can support and encourage a child's development toward healthy independence.

Getting Your Message Across Assertively: Effective Communication Monday, June 14, 11:30 - 12:30 apx., IDG HR Conf. Rm
No one will argue that communication is challenging. Join *The Partnership Group* and your co-workers and learn how to express yourself effectively even in moments of anger, love, frustration and excitement.

Problem Solving: A Win/Win Solution Monday, July 12, 11:30 - 12:30 apx., IDG HR Conf. Rm
Do you avoid conflict? Does confrontation make you uneasy? This seminar, facilitated by *The Partnership Group*, will focus on strategies for achieving successful win/win solutions during times of conflict between family, friends and colleagues.

Balancing Family and Work: Survival Strategies Monday, August 2, 11:30 - 12:30 apx., IDG HR Conf. Rm
Finding the balance between family and work can be like solving a puzzle. *The Partnership Group* can help you creatively meet the challenges you face while solving this puzzle.

Persuasion and Influence Skills Monday, September 13, 12:00 - 1:00 apx., IDG HR Conf. Rm
Sell yourself! Sell your ideas! *EAP Systems* will guide you in making effective use of personal power, influencing others in a positive and constructive way, and analyzing your situation and deciding on the most effective course of action.

Strategies and Skills for Communicating Upward Monday, September 20, 12:00 - 1:00 apx., IDG HR Conf. Rm
Would you like to see your opinions and ideas accepted, acted upon and implemented? Learn how to diplomatically and effectively say exactly what you mean. Customize your communication approach while building professional relationships. Offered by *EAP Systems.*

Management Program

Course	**Date**	**Time**	**Location**
Performance Management	Tuesday, August 17	10:00 am - 4:00 pm	IDG HR Conf. Rm

Professional Program

Course	**Date**	**Time**	**Location**
Publishing Process Overview	Tuesday, August 10	9:00 am - 1:00 pm	IDC Boardrooms A&B

Wellness Program

Course	**Date**	**Time**	**Location**
Infant/Child CPR Certification	Wednesday, May 12 &	3:00 pm - 6:00 pm	IDC Boardroom B
(A six hour program)	Thursday, May 13	3:00 pm - 6:00 pm	IDC Boardroom B

***NOTE:** To enroll in courses or for more information, call Theo Guest at (508) 935-4766 or contact your HR representative. IDC and IDG are located at 5 Speen St., Framingham, MA.*

Management / Professional / Technical Programs

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, May 3, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

COMPUTER OPERATOR - 2nd SHIFT (IDG)

The individual in this position will provide operational and client support for a DEC/VAX4500, PCs and Macintosh computers in a LAN/WAN environment. Minimum 2 years experience with VAX/VMS knowledge required. Prior experience with Novell networks and data communication preferred.

REGISTRATION COORDINATOR (WORLD EXPO CORP)

Primary responsibilities for this position will entail supporting the registration supervisor with all tasks pertaining to the Registration Department, specifically, the facilitation of day-to-day conference order entry processing. Other duties will include assisting with updating conference procedure guidelines for each show, setting-up and testing order capture windows, training temporary employees on conference process, as well as supporting the post-show reconciliation process. The ideal candidate will be highly organized, customer-service oriented and PC literate with good communication skills, the ability to handle multiple tasks and a familiarity with bookkeeping principles.

SENIOR WRITER (CIO)

The person in this position will be responsible for researching, reporting and writing the equivalent of one major, multi-sourced feature article per month in addition to short items or an occasional column or ghost-writing effort. Candidates must have at least 4 years business and/or technology-related feature-writing experience. The Senior Writer will also participate, with editors and other writers, in idea-generation and issue-conceptualization processes, as well as in readership surveys. Some travel required.

ANALYST - E-MESSAGING & WORKGROUP APPLICATIONS (IDC)

Responsibilities for this position will include quantitative and qualitative research in Electronic Messaging and Workgroup issues, including electronic mail, groupware fax and LAN-based applications, as well as bulletin and report writing and client service. Specific qualifications for this position include excellent writing skills, strong marketing and research skills, knowledge of network, PC and/or enterprise software applications, as well as the ability to grasp technical concepts and communicate effectively. Experience in primary research design and implementation preferred, strong project management skills, attention to detail and ability to meet deadlines required.

TEST DEVELOPMENT SPECIALIST (INFOWORLD)

This position requires excellent writing skills, as well as hands-on technical skills. The successful candidate will be responsible for development and project management of software/hardware testing procedures. Applicants must have comprehensive knowledge of word processing, desktop publishing, graphics, printers and video hardware. A BS in Computer Science or equivalent business computing experience preferred.

ASSOCIATE EDITOR (PC WORLD)

To develop high quality editorial copy in a timely manner, assign and develop manuscripts, write and edit articles, develop and manage authors, manage flow of articles in production, supervise other editorial employees, administer special projects, stay abreast of computer industry developments, represent publication in meetings with vendors and at trade shows, generate article ideas. Must have at least one year of editorial experience in computer publishing, good knowledge of computer industry, good writing and analytical skills. Ability to supervise and work well with others.

ASSISTANT PRODUCTION MANAGER (INFOTAINMENT WORLD)

This individual will assist in the production process of two or more desktop published magazines. The position requires a technical command of the Macintosh and a proficiency with Quark Xpress and Adobe Photoshop applications. The ideal candidate will be detail oriented and work well under pressure with a team-player attitude. At least 3-5 years experience with desktop publishing required.

ASSOCIATE ART DIRECTOR (INFOTAINMENT WORLD)

Responsibilities for this position include the design and layout of editorial content. Excellent graphics and illustrative design experience, as well as knowledge of production, film/color seps and printing. Fluency in Macintosh desktop publishing, specifically Freehand, Illustrator and Photoshop are required. Four to five years minimum experience working in a design/ad agency or publishing company.

ASSISTANT MANUFACTURING MANAGER (INFOTAINMENT WORLD)

The individual in this position will be responsible for paper purchasing, print buying, budgeting/forecasting and supervision of the distribution function. Prior publishing or production managerial experience and proficiency in Lotus 1-2-3 required.

EDITORIAL (INFOTAINMENT WORLD)

Several positions are available on the Editorial Staff for newly published products. Senior and Associate Editors will write and edit reviews on electronic game products through testing and technical screen shots, as well as interact with industry contacts and attend trade shows. At least 2-3 years writing experience required and knowledge of electronic game industry essential. The Assistant Managing Editor will be responsible for reading and editing all editorial copy, helping writers develop ideas and assisting in the monthly layout of the magazine. Two years journalism experience in the telecommunications industry, strong writing and editing skills, as well as the ability to make decisions under pressure required; management experience helpful.

SOUTHWEST REGION ACCOUNT MANAGER (INFOTAINMENT WORLD)

The experienced sales professional in this position will solicit advertising for IFTW publications from new and existing video game, computer game and related advertisers. Primary territory is Los Angeles and Orange County area. This position requires a highly organized and motivated individual with excellent presentation and communication skills. The successful candidate will be creative, flexible and have a team-player approach.

FULFILLMENT SPECIALIST (INFOTAINMENT WORLD)

The candidate in this position will be responsible for all aspects of fulfillment for two monthly magazines, and will work with the fulfillment house in processing documents and establishing procedures. Specific qualifications include strong spreadsheet skills, analytical ability, experience with postal regulations and at least two years fulfillment experience.

EDITOR-IN-CHIEF (INFOTAINMENT WORLD)

The ideal candidate for this position will be a dynamic, experienced editorial professional who will direct a newly published product. At least 7 years editorial experience and a proven track record in publishing management required. Other qualifications include a broad background in technology, well-established contacts in the inter-active electronics industry and solid editorial skills.

Job Opportunities

Revised: May 3, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator- 2nd Shift	Framingham, MA	E. Bocko	(508)935-4704
IDG	Human Resource Rep.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Paralegal - P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Senior Tax Accountant	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG/NG	Business Administrator	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
IDG/NG	Fulfillment/Database Coord.	IDG News Group, Boston, MA	E. Bocko	(508)935-4704
WEC	Registration Coordinator	Framingham, MA	S. Perry	(508)935-4407
WEC	Sales Promotion Coordinator	Framingham, MA	D. Ferrante	(508)879-6700
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Mktng. Specialist/Promotions	Framingham, MA	S. Perry	(508)935-4407
NWW	Production Coordinator	Framingham, MA	A. Finn	(508)820-7425
NWW	Account Executive	Framingham, MA	J. Banyon Pinsky	(508)875-6400
NWW	Staff Writer/Senior Writer	Framingham, MA	E. Bocko	(508)935-4704
NWW	Washington Editor	Washington, D.C.	E. Bocko	(508)935-4704
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	E. Bocko	(508)935-4704
CIO	Senior Writer	Framingham, MA	L. McCreary	(508)935-4618
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC/G	Research Director	IDC Government, Vienna, VA	E. Bocko	(508)935-4704
CWPI	Sales Assistant	Burlingame, CA	S. O'Brien	(415)347-0555
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
IW	Test Development Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Graphic Artist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IW	Flueglemen Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Business Manager	San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)572-7341
PCW	Associate Editor	*PC World,* San Francisco, CA	S. Fox	(415)978-3210
PCW	Marketing Programs Coord.	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Market Development Manager	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Newsstand Manager	*PC World,* San Francisco, CA	D. Ball	(415)978-3305
PCW	Associate Publisher	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Director of Marketing	*PC World,* San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Editor-in-Chief	*Multimedia World,* San Francisco, CA	J. Epstein	(415)267-1772
MAC	Assistant to the President	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Sr. Associate Editor/Features	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Assistant Production Manager	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Fulfillment Specialist	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor-In-Chief	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

ETA extends platform compatibility for CD

Updated quarterly, CD offers Computerworld *text, graphics*

During the Intermedia show in California earlier this spring, *Computerworld* announced that Computerworld on CD is now available for use on Sony's portable Multimedia CD-ROM Player. The announcement was made in conjunction with IDG's Emerging Technology Applications, the CD's developer; Dataware Technologies, ETA's partner; and Sony Corp. of America.

The CD, released in February as a DOS-based application, is a quarterly compilation of full text and selected graphics from the past four years of *Computerworld*. "This exciting technology creates yet another highly portable way for *Computerworld*'s subscribers and marketing partners to have quick access to a very powerful source on information systems," said *CW* President **Gary J. Beach.**

According to ETA President **Paul Earl**, by July the CD's cross-platform compatibility will further expand to include the Windows environment, another example of leveraging previous development efforts with Dataware. In addition, other CDs or portions of CDs already developed with various IDG companies in the editorial, research and circulation areas could easily be converted for the Multimedia Player, he said.

Subsequent releases of Computerworld on CD could include audio and animation. "The potential to develop many more titles for internal use — media kits, audit statements and circulation databases — as well as for retail distribution represents an exciting opportunity to establish a leading position in providing job critical information products using Sony's CD-ROM technology," Earl noted.

Customer enthusiasm is quickly building for the new product as the word spreads. Sony and Dataware each distributed samples of the CD during Intermedia that contained six months of *CW* editorial and one year of *CW*'s Premier 100.

Computerworld's West Coast office cosponsored conferences with SunSoft and MicroFocus recently and raffled off eight subscriptions of the disc, which is priced at $295 per year. ETA reports that more than 250 subscribers have signed on so far, and with seven of the discs used over a LAN, the user base is actually much higher.

West Coast employees mark 10 years with IDG

Loretta Giglione began her IDG career as a secretary in PCWCI's ad sales department in January 1983. Later that year, she was promoted to ad sales coordinator and then to assistant to the director of ad sales. The following year she was named ad sales support supervisor. In October 1984, Giglione was named assistant to the publisher of *Macworld*. In 1989 she was promoted to her current position, human resources administrator for *Macworld*.

Her responsibilities include maintaining the new hire tracking systems, managing personnel files, providing training and education support and handling payroll, benefits and insurance-related questions.

Giglione is a second-generation San Franciscan. She and her husband Randy have three daughters ages 20, 12 and 5. The Gigliones are active supporters of their local church congregation and afterschool programs. They also enjoy camping throughout Northern California.

Niki Stranz joined IDG in November 1982 as a directory sales rep for *Macworld*. In 1987, she was promoted to telemarketing sales rep and later to Billboard account manager. In 1992, Stranz was named account manager for the Macworld Shopper classified advertising section.

Stranz lives in Oakland, Calif., and spends her spare time pursuing her musical interests, which include singing, songwriting and recording at her own studio.

Pat Murphy signed on with IDG in November 1982 as the accounting manager at the just-launched *PC World*. Over the years, her responsibilities have grown right along with the growth of *PC World*, *Macworld* and Integrated Media. In 1990, she was promoted to acounting/operations manager for IDG Central Services where she is responsible for overseeing the accounting function for *PC World*, IMI and *Macworld*. In addition, Murphy oversees the office services department, which includes the mail room and reception.

Murphy has a BA in sociology from the University of San Francisco. She lives in San Francisco and enjoys dance, music and travel.

Niki Stranz (back), Loretta Giglione (l) and Pat Murphy joined Pat McGovern for dinner in honor of their 10 years of service.

Noteworthy !

PROMOTIONS

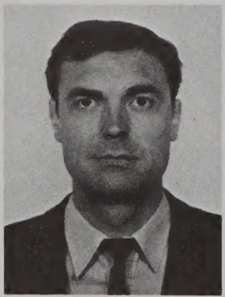
Paul Worthington has been promoted to senior editor/news and reviews for *Multimedia World*. "Paul's knowledge of the market and hard work and commitment in applying that knowledge sets a high standard for all employees to follow," said Publisher Jonathan Epstein. Worthington began his career at IDG four years ago with *InfoWorld* and joined *Multimedia World* during its start-up phase 18 months ago.

NEW EMPLOYEES

Macworld
Hightower-Fisher

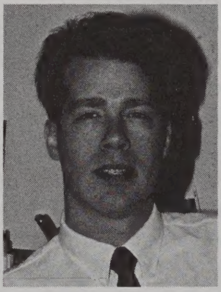
Macworld welcomes **Shawne Hightower-Fisher**, assistant to Vice President/Advertising Sales Shannon Dolan. She previously worked for Colgate-Palmolive as a sales representative for the East Bay territory. Hightower-Fisher has a BS in marketing from California State University/Hayward, plays tennis and softball, and is a member and director of public relations for the Black Avalanche Ski Club.

■ ■ ■


Bregeon
IDG France

IDG and IDC France welcomes **Jean Bregeon** as chief financial controller. Bregeon is a chartered accountant and holds a master's degree in economic science from Paris University. He has gained a wealth of experience with Anglo-Saxon and U.S. accounting principles during his professional experience, most recently with Learning Tree International, a firm specializing in high technology training. Outside the office, Bregeon enjoys sports, cinema and travel.

■ ■ ■


Schenck
World Update

James Schenck joins World Expo Corp. as a graphic designer working with Art Director Peter Minor. He was recently a production designer at Allen & Gerritsen, a Boston-area advertising firm. Schenck has design degrees from Kutztown University in Pennsylvania and the New England School of Art and Design and enjoys hiking, rock climbing and cross-country skiing.

■ ■ ■

Humphries
World Update

Lisa Humphries is the new administrative coordinator for IDG List Services, where her responsibilities include assisting President Deb Goldstein and the sales staff, maintaining the monthly revenue report, mailing invoices and overseeing rental agreements. She previously worked in the loan servicing department of Framingham Savings Bank. A graduate of Regis College with a BA in Communications and English, Humphries spends her free time restoring her house, mountain biking and hiking.

ETCETERA

On May 1, IDG Director of Paper Services **David Sanders** and his assistant, **Valerie Sanclemente**, moved out of the *Computerworld* building and into offices at Five Speen Street in Framingham. Their new direct dial phone numbers are 508-935-4445 (Sanders) and 508-935-4446 (Sanclemente), and the fax number is 508-935-4444.

IDC's Reichmuth celebrates 10 years

IDC

Pat McGovern recently escorted John Reichmuth (r) to lunch in recognition of his 10th anniversary wtih IDG.

John Reichmuth joined IDC as an account executive for the Northwest region in March 1983. Later that year, he was promoted to sales manager, and in 1986 he became sales director for the Northwest region. In 1991, Reichmuth was named vice president of sales for the Western region.

When he wasn't busy selling IDC market information, Reichmuth found time to organize the High Tech Team, composed of several IDG business units as well as a number of IT vendors, that sponsored an Indy race car in the late 1980s.

Prior to joining IDG, Reichmuth held sales training and management positions with Xerox and Spectra Office Systems. He earned a BS and MBA from Texas Tech University in Lubbock and attended the U.S. Naval Academy in Annapolis, Md.

He and his wife live in San Carlos, Calif. Outside the office he enjoys snow and water skiing, scuba diving and golf.

Chairman's achievers

ComNet/Washington Team
World Expo Corp.

World Update

(Seated, left) Eileen Faber, Maureen McCann, Robin Andreola, Rachel Winett. (Top) Lynn Ann Royal, Bill Leitch, Barbara St. George, Barbara Inglese, Janet Morita, Sandy Cincotta.

Headed by Group Show Director **Robin Andreola**, the World Expo Corp. team that organized the 15th anniversary ComNet show in Washington, D.C., this February has been recognized for outstanding performance. The group's work in all areas—registration, exhibit services, promotion, public relations and conference development — made the event highly successful in the face of growing competition.

"After Interop San Francisco announced it expected to draw 52,000 attendees, Robin came to me and emphasized the importance of increasing attendee promotion for ComNet Washington," recalled WEC President **Jim Povec**. "She knew we needed at least 35,000 people to sustain positioning of the Washington venue, and she achieved that goal, thus making ComNet Washington a much stronger product for the future."

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Renee Visconti - Network World

THIRTEEN YEARS
Ann Finn - Network World

NINE YEARS
Eirik Gulbrandsen - IDG Norway
Lars Egil Saetrang - IDG Norway
Stefan Liba - IDG Germany
Anne Marechal - IDG France

EIGHT YEARS
Ann Dillon - TechMedia
Diane LaLumiere - IDC

SEVEN YEARS
Peter Kelly - Computerworld
Anne-marie Rouzere - IDG France

SIX YEARS
Narelle Coleman - IDG Australia
Paul Bonington - IDG
Yolanda Forbes - Network World

FIVE YEARS
Greg Smith - PC World
Shannon Smith - Macworld
Laure Mechani - IDG France
Alison Conliffe - Network World
Nancy Underwood - IDC
Jay Boviard - IDG

FOUR YEARS
Ilona Schenkl - IDG Germany
Ralf Gruber - IDG Germany
Darren Ford - Computerworld
Tammy Gryniewicz - Computerworld
Carla Mathews - InfoWorld
Basilio Rodriguez - IDG Spain

THREE YEARS
Gunn Felldal - IDG Norway
Ivar Kamsvüg- IDG Norway
Jon Thore Thorstensen - IDG Norway
Hans Henrik Brunnmayr - IDG Germany
Svenja Mohn - IDG Germany
Franz Josef Reismann - IDG Germany
Ole Larsen - IDG Denmark
Michele Gerus - Comppputerworld
Ruggero Vota - IDG Italy

TWO YEARS
Agnes Héjjas - IDG Hungary
Silvia Siebler - IDG Germany
Matthew Clark - Macworld
Jill Nightingale - Macworld
Angélique Bizouarn - IDG France
Thierry Pigot - IDG France
Nilde Meregalli - IDG Italy
Harry McCracken - IW Direct
Cary Sun - World Expo Corp.

ONE YEAR
Kristin Fallet - IDG Norway
Hajnal Fikó - IDG Hungary
Katalin Zimányi - IDG Hungary
York von Heimburg - IDG Germany
Finn Geisler - IDG Denmark
Lisa McCarthy - Computerworld
Rosa Guerinoni - IDG Italy
Bonnie Chin - InfoWorld
Rosemary Neece - InfoWorld
Kim Stein - PC World
Michael Melenovsky - IDC
Linda Follin - GITG

Off line

Congratulations to all our enthusiastic caption contributors. Winner Alan Jones will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The Fifth Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.

"I said BYTE you idiot!"
- Rick Popko, IDG Central Services

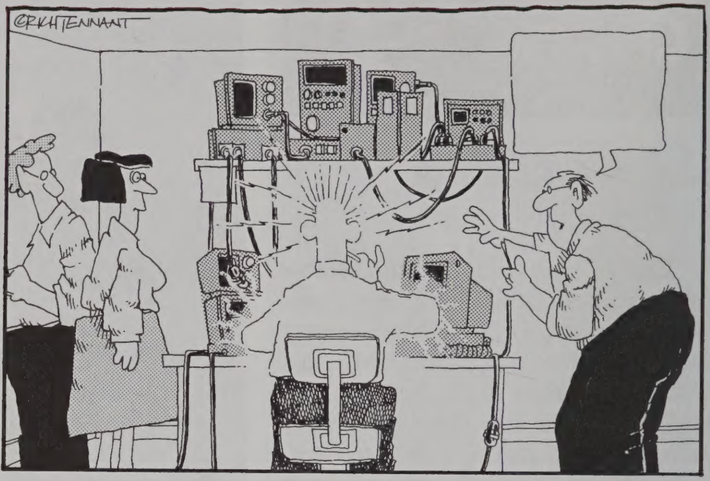
"Wait! This one goes to the oscilloscope, so that one must be your crazy straw!"
- Cynthia Frederick, IDC West

"For God's sake, Johnson, you aren't going to be able to communicate with your computer just by sticking a fiber optic cable up your nose!"
- Dan Holden, *Electronic News*

"See— give him a network, and the power goes straight to his head!"
- Doc Farrar, *Computerworld Australia*

"See, Bob, I told you, if you didn't slow down you would blow a fuse."
- Greg Hulbert, IDC West

"Ted — hold that pose. We're getting much better reception on the TV."
- Paul Smith, *InfoWorld*



"OK, now taste the difference as I kick in the power conditioner..."
- Alan Jones, *Australian Macworld*

"This system's got great potential — my daughter pays $60 every month to get her hair to look like that."
- Tim Clarke, International News Group

"Ernie, that's not what we meant by interfacing with the computer."
- Kevin Normandeau, *PC World*

"When you're finished with this, son, do you think you could figure out how to hook up the new VCR?"
- Gloria Ciolek, Computerworld Database Division

IDG *World Update*

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David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Keith Henry, IDC U.K.
Martin Taylor,
IDG New Zealand
Joanne Hoffman, Macworld
Dennis McLeod, Macworld

IDG Books releases new and improved *DOS for Dummies*

- PAGE 2

***PC World* story attracts national TV, radio attention**

- PAGE 2

LotusWorld
LotusWorld

- PAGE 4

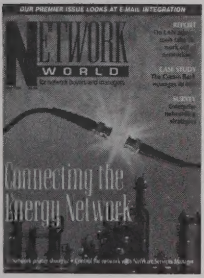
IDG World Update

VOLUME 23, NUMBER 19

MAY 10, 1993

IDG Australia's *Network World* seeks to fill niche

By taking an enterprise networking approach, the staff of IDG Australia's *Network World* aims to address a niche not adequately served by its competitors. The first issue has a May cover date and an initial circulation of 18,000, which, according to Managing Director **Don Kennedy**, is quite high by the standards of Australian IT publishing.



IDG's 14th communications publication caters to buyers, planners and managers of networks, a diverse group that includes technically oriented end users, LAN administrators, MIS managers and network managers.

"With networking, it is easy to get lost in the jargon and the 'bits and bytes' detail," said Editor **David Beynon**. "Aside from making pretty heavy reading, such information does not account for the people aspects of implementing networks. My goal is to ensure that features articles, particularly the case studies, always address the question, 'What does this tech-

- SEE PAGE 6

LotusWorld beckons the faithful to Boston

IDC/Avante launches Workflow '93 concurrently

Synetics
Lotus
Network
AT&T
FREE TRIAL

World Update

The second annual LotusWorld attracted a large and loyal Lotus following.

The second annual LotusWorld played to a very enthusiastic crowd last week at Boston's Hynes Convention Center where more than 5,300 attendees gathered to see the latest in Lotus products and related technologies.

Sponsored by Lotus Publishing Corp., LotusWorld featured more than 60 conference sessions and workshops addressing Lotus' latest software techniques, hands-on Lotus product training and industry solutions to business applications.

Featured speakers included Jim Manzi, president and CEO of Lotus; Frank Ingari, Lotus VP of marketing; John Landry, senior VP/software development at Lotus; Norman Gaut, president and CEO of PictureTel; and Ron Whittier, senior VP at Intel.

LotusWorld '92 was held in conjunction with Lotus Forum, a senior IS conference. This year Lotus Publishing teamed

- SEE PAGE 4

In brief

NW media kit earns recognition from ad group

***Network World*'s 1993 media kit was honored with a Star Award from the Business/Professional Advertising Association, an association that promotes excellence in business-to-business advertising.**

With the exception of the illustrations, the entire media kit was produced in-house, from inception to pre-press, by *Network World*'s marketing department.

Though clearly a project that involved the efforts of many people, well-deserved credit goes to Donna Kirkey for design and production and Julie Haskell for writing and editing.

CW Philippines journalist wins writing award

Computerworld Philippines Correspondent **Bienvenido M. Perez** won an award in March for "Best Feature in Telecommunications" from the Economic Journalists Association of the Philippines (EJAP).

The award, part of the second EJAP-Metro Drug Business Journalism Awards, was given to Perez for his story "Cable & Wireless Rethinks Philippine Expansion Plan," which appeared as the lead story in the Sept. 30, 1992, issue of *CW Philippines*. The story detailed how two major court rulings might affect investment plans of telecommunications giant Cable & Wireless in the Philippines.

The EJAP-Metro Drug Business Journalism Awards seek to foster competition and upgrade the quality of business journalism in the Philippines by recognizing journalists who have shown excellence in their work during the past year.

PC World story attracts attention

The Consumer Watch Report in *PC World*'s May issue has generated extensive coverage from the general press.

In "Danger at Your Fingertips," Associate Editor Roberta Furger chronicles the impact of repetitive strain injuries (RSI) on health care costs and workplace productivity, warning that RSI has become the fastest growing category of workplace illness in the U.S. Furger, herself, has had to cope with epicondylitis, an inflammation of the elbow and forearm caused by constant keyboard use, and prepared the report by using a dictaphone and having the copy transcribed.

Furger appeared on ABC-TV's "Good Morning America" on April 15, and CNBC-TV's "World Business" and a local San Francisco TV station also covered *PCW*'s report. Radio stations in Los Angeles, Miami and Chicago picked up the story, as did the AP and Reuters wire services.

ExecuTrain opens new offices abroad

ExecuTrain last month announced that it has added Master Franchises in Spain and Australia, bringing to four the number of countries outside the U.S. where it has operations. In addition, the company announced that its Master Franchise in Mexico has signed a third franchisee.

ExecuTrain's first Spanish office will be located in Madrid and operated by **Jaime Brull**, who currently owns several companies in Spain including the Delibros publishing company, a consulting and database company. The first Australian office will be in Sydney and run by Tony Pollard.

ExecuTrain's Master Franchises operate as franchisors in their respective markets and are free to sign their own franchisees. In Mexico, Master Franchisee Gregorio Kachadourian has signed Mario Valdes to open the country's third franchise, located in Veracruz.

ExecuTrain is the U.S.' largest computer training company, with more than 70 locations in the U.S., U.K., Mexico, Spain and Australia.

IDG Books launches second edition of best-selling *DOS for Dummies*

IDG Books has unveiled the second edition of *DOS for Dummies*, an improved version that debuted simultaneously with Microsoft's release of DOS 6.

The original *DOS for Dummies* has been an international bestseller, garnering accolades such as the MTV Computer Book of the Year in the U.K., the No. 3 best-selling trade paperback on UPI's Arts & Entertainment Booklist, and being called "the best book ever written for a beginner" by the *Chicago Tribune*. There are now 1.5 million *DOS for Dummies* books in print.

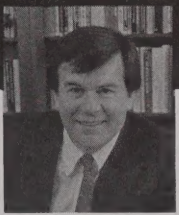
Capitalizing on the success of the ...for Dummies series, IDG Books has launched an extensive in-store promotion effort that includes merchandizing kits, counter displays and store manager incentives. The company is also using the vibrant yellow and black theme on the books' covers as its motif for all of the line's promotions. A new contest invites bookstore browsers to mail in a coupon and become eligible to win prizes — all of which are yellow — in a random drawing. Prizes include a yellow Mazda Miata, a trip to Yellowstone National Park, Sony Walkmans, Kodak Fun Time Cameras and tennis balls.

(Please note: IDG Books recently moved from the third floor to the sixth floor of 155 Bovet Road, San Mateo, Calif. Phone and fax numbers are unchanged.)

Correction

Last week's lead article incorrectly identified the Computer Press Awards as the Computer Publishing Awards. *World Update* regrets the error.

On line



ASK PAT

Q What were IDG's revenues and profits in FY '92? How is IDG doing in the first half of FY '93?

A In FY '92, ending in September, IDG achieved gross worldwide net sales of $802 million, a 13% increase over the prior year. The worldwide IT market growth was 7% during 1992. Therefore, IDG's revenue growth was approximately twice the rate of the market we serve, which is our sales growth goal and a measure of our ability to provide competitively superior products and services.

IDG's net revenue for the fiscal year, after the deduction of advertising agency commissions, book and magazine distributor discounts and revenue of non-consolidated foreign subsidiaries was $538 million.

Expenses for the fiscal year were $527 million, a 14% increase over the prior year. IDG's direct costs for products and services sold increased by 17% during FY '92. This reflects the investments we are making to accelerate the growth of IDG's newer publications and services and to increase the market share of our ongoing businesses during a time when our competitors are struggling with the economic recession in the U.S., Europe and Japan.

Our operating profit for FY '92 was $11.1 million. From this amount, IDG contributed $3.9 million to the IDG Employee Stock Ownership Plan. This amount, equal to 35% of operating profits, reflects the recognition of IDG's Directors that the company's future performance is based on the motivation, loyalty and dedication of its current employees. We believe that IDG's long-term policy of substantially sharing the company's profits with employees is in the best interest of our shareholders and customers.

IDG's interest income in FY '92 was $2.7 million, a 17% decline from the prior year. This decline was caused by a reduction in interest rates due to the economic recession. Therefore, I am pleased to report that after payment of income taxes, our net income for FY '92 was $6.5 million, a 12% increase from the prior year.

The investments made by IDG in recent years put us in an especially good position to benefit from the higher growth rates being achieved in the IT markets outside the U.S. In 1983, IDG had 15% of its sales coming from outside of the U.S. Today, it is 40%. By the year 2000, when we expect the U.S. to be only 20% of the world computer market, we forecast that approximately 70% of IDG's sales will come from activities outside the U.S.

The information technology market is now the world's fastest-growing major business. IDG's market share of information services for the field is 24% worldwide. This is at least 40% greater than the market share of our next leading competitor. We plan to maintain, and hopefully increase, this market share in the years ahead.

IDG maintains a very strong financial position. Our cash and cash equivalents were $54 million at the end of FY '92. We are essentially debt free and have total assets of $240 million. A combination of our cash assets and our borrowing capacity will allow us to continue to take advantage of appropriate new opportunities as they arise. They also enable us to sustain our growth in revenue market share, irrespective of changes in general economic conditions or in competitive activity.

We are making good progress in achieving our plans for FY '93. For the first six months of the fiscal year, our gross revenue was $441 million, a 12% increase over the same period last year. Our net revenue was $296 million. Our after-tax profit for the first half of FY '93 was $10.7 million, which is up nearly 300% over the first half of FY '92.

Q How does IDG's profitability compare wtih the publishing/information services industry standards?

A The publishing/information services industry profitability is normally 10% after tax. In 1992, because of the worldwide recession, average industry profitability was 6% after tax.

For FY '92, IDG's profitability was 1.2% after tax. For the first six months of FY '93, our profitability has improved to 3.6%.

As you can see, we are making progress to obtain our corporate goal, which is to match the regular industry profit level of 10% after tax. To achieve this, while maintaining the quality and usefulness of our products and services, we need to take a proactive approach to limiting the growth of our expenses and cutting costs in areas that don't reduce the benefits to our customers. We also need to reflect the pride that we have in the quality of our products by increasing their prices to reflect the value that they deliver to the marketplace.

Based on our global tax rate, we need to achieve a 17% pre-tax operating income in order to have a 10% after-tax income. New projects or those in very rapidly growing markets will have lower profit margins reflecting the high levels of investment needed to support their development and growth. Publications and projects that are four years or older should, in general, be equal or exceed the 17% pre-tax income level.

What's on your mind?

Questions for IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy may be submitted anonymously via fax (617-423-0712) or E-mail box P.Winn or P.Smith.

CRAIG PIERCE
FREELANCE GRAPHICS REPORT
1-2-3 FOR WINDOWS REPORT
AMI PRO REPORT
ONCE TWICE THREE TIMES THE SAVINGS!

Lotus Newsletters Publisher Craig Pierce holds on to copies of his group's three newsletters, which were snatched up by eager would-be subscribers.

LotusWorld
AMI PRO
1-2-3 FOR WINDOWS REPORT
ONCE TWICE THREE TIMES THE SAVINGS!

Carla Blakely puts some finishing touches on the display case at the LotusWorld Store.

World Update photos

Pat McGovern stops by the booth to chat with Jean Criss (c) and Art Director Melissa Holmes.

IDC/Avante
omes you to:
w '93: Turning Point
Workflow '93
Conference Sessions
Room 304
Room 306
Rooms:
301
303
305
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IDC/Avante's Scott McCready calls this year's Workflow conference "quite an achievement."

Joan Swarms, Lotus Publishing receptionist/cashier extraordinaire rings up a sale at the LotusWorld Store.

LotusWorld

- FROM PAGE 1

up with IDC/Avante, sponsors of Workflow '93, a three-day conference focusing on the emerging market for workflow software, designed to help shorten business cycles, improve the quality of products and services and capitalize on re-engineered processes.

"Workflow attracted more than 200 attendees and given that it's in its first year and dedicated to an emerging technology, that's quite an achievement," noted IDC/Avante principle **Scott McCready.** "I think you're seeing the beginning of a fairly significant event," he said, adding that he expects next year's edition of Workflow to attract at least twice as many participants.

"This year's LotusWorld reached new customers in the Lotus market, as well as those of Lotus' competitors," noted Lotus Alliance Products Vice President **Jean Criss.** "We were especially pleased with the senior-level attendance at this year's show independent of Lotus Forum."

IDG operated two booths on the show floor. The first, a Lotus Publishing booth, featured issues of *PC World Lotus Edition*, as well as the three newsletters produced by the Lotus Newsletter Division of Lotus Publishing and Lotus Alliance Products' books, training videos CBT tutorials and other training products.

"LotusWorld allowed us the opportunity to speak directly to our readers and clearly understand the commitment these people have to our products," said Lotus Newsletter Publisher **Craig Pierce.** "It was a great chance to see firsthand the enthusiasm that exists for our newsletters."

The second booth, the LotusWorld Store, offered for sale the books and training materials on display at the Lotus Publishing booth. *Lotus Notes at Work* was a particularly hot item, noted Alliance Products Coordinator **Carla Blakely.**

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, May 10, 1993

***The Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

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The individual in this position will be responsible for developing the IDG Electronic Marketplace, an easy-to-use, comprehensive product information and buying electronic system, from conceptual stage to business plan approval to implementation. The ideal candidate will have experience in developing or managing an electronic trading system for stocks, airline seats, theater tickets, etc. Additionally, the qualified individual will have demonstrated entrepreneurial skills in starting and developing a business unit or having joined a start-up enterprise in a key management position.

SALES OPERATIONS ANALYST (IDG)

This is a new opening in IDG's Marketing Services Division, located in the MSD office in San Francisco. Responsibilities include monitoring and updating the MAP database, billing of MAP customers, generating reports to support MSD sales effort and assisting with the tracking and coordinating required to produce MAP contracts. Applicants should possess 1-3 years of experience and a 4 year degree. Qualities of a successful fit are: attention to detail, assertiveness, analytical and quantitative skills, tolerance of some clerical work and ability to work in a fast-paced environment.

SALES ASSISTANT - Part-time (Network World)

Responsibilities for this part-time position (20 hours per week) include typing correspondence, mailings, database maintenance, filing, travel arrangements, presentation preparation and media kit requests. The qualified candidate must be detail-oriented, well organized, have good interpersonal and communication skills, as well as the ability to work independently. Macintosh skills are required; spreadsheet and graph skills a plus.

WEST COAST EDITOR (A+ PUBLISHING)

This position, working for the *MacComputing* publication is located in the West Coast region of the U.S. The individual in this position will develop news and new product information from relationships with Macintosh vendors, including Apple.

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This person will work with the *MacComputing* Executive Editor and Design staff to copy-edit, copy-fit and proof all editorial pages for the magazine. The ideal candidate will be an experienced user of Macintosh computers and Quark Xpress software.

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Responsibilities for this position will include 3-5 article concepts, assignments and edits per month. This individual will develop working relationships with noted authors and represent *MacComputing* at various national conferences.

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In this 3 month position, the intern will assist in preparation of a monthly consumer column. Specific responsibilities include tracking and responding to letters from readers, interceding with computer companies to resolve problems, as well as opportunities to write news items generated by individual research. The ideal candidate will have proven communication and interpersonal skills, be highly motivated and eager to take initiative; knowledge of PCs a plus. This position requires approximately 20 hours per week; open to all undergraduate and graduate students interested in pursuing a career in journalism.

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IDG	Paralegal - P/T	Framingham, MA	M. Cornetta	(508)935-4734
IDG	IS Support Services Coord.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG/NG	Business Administrator	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
IDG/NG	Fulfillment/Database Coord.	IDG News Group, Boston, MA	E. Bocko	(508)935-4704
WEC	Registration Coordinator	Framingham, MA	S. Perry	(508)935-4407
WEC	Sales Promotion Coordinator	Framingham, MA	D. Ferrante	(508)879-6700
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Sales Assistant - P/T	Irvine, CA	K. Schackel	(415)928-3589
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Noteworthy !

PROMOTIONS

Susan Frankle has been named manager of client/server research for IDC's Worldwide Commercial Systems Research group, where her new responsibilities will also include being IDC's chief Hewlett-Packard analyst. She was formerly a senior analyst in the LAN research service. "Throughout our customer base, Sue has an outstanding reputation for insightful, valuable and timely research and inquiry support," said Worldwide Systems Director Peter Burris. "Within IDC, she is known for her uncanny ability to get it done while maintaining smiles all around."

■ ■ ■

Nicole Roth has been promoted to analyst for IDC's Unix Systems and Software Program. She will continue to manage both the Unix Program and the Investment Research Program until July 1, when she will work exclusively on Unix. "Nicole has been a big part of the success of both programs," said Unix Director Dave Smith. "In the Unix Program, Nicole will continue her focus on applications and will help us expand our research in this important area."

NEW EMPLOYEES

Joe Abernathy has signed on with *PC World* as senior editor for news. He previously did freelance writing, including work for *inCider/A+*. A journalism major at Oklahoma State University, Joe enjoys new media, the arts and body building.

■ ■ ■

Associate Editor/Reviews **John Spragens** comes to *InfoWorld* from the Alameda (Calif.) Newspaper Group, where he was a copy editor and conducted training on a new computer system. In his new role he is also team leader for the applications development and databases group. John has a BA in humanities from Eckerd College and makes time for bicycling, hiking and photography.

■ ■ ■

Savage

Zena Savage has signed on as a console operator at *Computerworld*'s front desk and will also be assisting with some administrative work. She most recently was a receptionist for Lighthouse Communications and also worked as a nursery school teacher. Outside the office, Zena enjoys weightlifting and is a professional dancer for City Lights, a non-profit hip-hop dance group in Boston.

■ ■ ■

Solimeno

InfoWorld's Editorial Events group welcomes two new employees. Conference Producer **Therese Solimeno** will be managing the group's Demo, Agenda and Perspective conferences. Before joining IDG she freelanced as a marketing communications specialist, a job she held previously as a manager at XTree Co. Therese has a BA in liberal arts from UCLA and an MA in communications/advertising from Cal State/Fullerton. During off hours she is a smoking cessation facilitator for the American Cancer Society and is also certified as a ballet teacher.

McDade

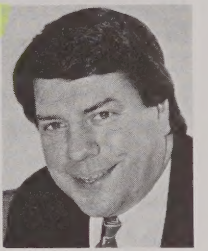
Administrator **Blanche McDade** is primarily responsible for conference registration management. She recently worked as a database management consultant for a firm that worked closely with Apple Computer. Outside the office, Blanche is working toward a degree in business administration from the California branch of the University of Phoenix and uses her database and financial management skills as a church volunteer.

■ ■ ■

Drew Moore is working as a page layout technician at IDG Books Midwest. He had similar responsibilities recently at Tango, a pre-press firm in Indianapolis. Drew earned a BA in journalism, focusing on graphics and layout, from Indiana University and spends his off hours on creative writing, cartooning and drawing.

On the West Coast, **Bonnie Greenwood** is the new receptionist in IDG Books' San Mateo office. She previously served as caregiver to a senior citizen and earlier worked for AT&T and the airline industry. Bonnie continues to volunteer for various elderly services and last year traveled around the world with her husband.

■ ■ ■


Miller

John Miller, account director for IDC Government's vendor clients, is a 12-year industry veteran. He most recently worked as eastern regional sales manager for Sun Microsystem's network division, covering territory east of the Rockies as well as Canada. He has a degree in English and business from the University of North Carolina/Chapel Hill and enjoys sports and music.

Infotainment World welcomes Senior Designer **Janette Harms**, who will be working on *GamePro* and *SwatPro*. She previously designed monthly catalogs for a home electronics retail chain. Janette earned a technical arts/graphics certificate from the College of San Mateo and enjoys spending time with her family and collecting antique toys.

Administrative Assistant **Tiffany Wallace** is providing a range of office support services for Infotainment World's sales staff. She has a degree in organizational communications from Sacramento State Univesity and looks forward to snow and water skiing, aerobics and reading in her free time.

Chairman's achievers

World Update

IDC's Maryanne Sinville and Kim Myhre have been recognized as Chairman's Achievers for their efforts in helping to orchestrate IDC's 28th Annual Briefing Session in March.

Kim Myhre and Maryanne Sinville
IDC Framingham

The collaborative efforts of Senior Vice President/Worldwide Consulting Kim Myhre and Director of Marketing Maryanne Sinville went a long way toward making IDC's 28th Annual Briefing Session a highly successful program for 1,800 registrants on the East and West Coasts.

"Kim, who's responsible for the leadership of IDC's Briefing Sessions, had the bright idea last year to focus the events at two sites and organize speakers into key technology tracks, which led to great success for the events that continued this year," said IDC President Kirk Campbell. "Maryanne was responsible for overall management and has done a great quality job. She has helped build the sessions into a must-attend event for IT professionals."

To nominate a Chairman's Achiever, request a form from the IDG Chairman's office at fax (617) 859-8642.

Carl Marchi marks 10 years of service to *Computerworld*

World Update

Pat McGovern (l) and Carl Marchi recently enjoyed lunch at Boston's Ritz-Carlton.

Carl Marchi joined *Computerworld* in February 1982 as a part-time employee in the publication's circulation department where he microfilmed customer-related documentation. Six months later, he became a full-time documentation researcher. In 1984, Carl moved to CW's production department as a camera operator where he was responsible for shooting stats for all of IDG's Framingham-based publications.

In 1988, he was promoted to production assistant and has assumed increasing responsibility for the day-to-day production of *Computerworld*. Carl functions as a liaison between the editorial, advertising, traffic and classified departments at *CW* and the publication's printer. Among his duties are checking of advertiser film, processing materials, insertion orders, maintaining weekly ad/edit ratios, producing camera stats and quality assurance.

Carl graduated from Framingham State College with a BA in geography and urban planning. He has also taken numerous printing classes at Rochester Institute of Technology, Harvard University and the Printing Industry of New England.

Carl lives in Holliston, Mass. In his spare time, he enjoys researching geneologies and has recently been hired by two IDG colleagues to do their family geneologies.

Faceware?

InfoWorld

InfoMarket Design Coordinator Gary Palmer and *InfoWorld* Publisher Bob Metcalfe model their contributions to the "face wear" theme at an *IW* company meeting. Palmer was voted "Most Exalted One" — for his professional achievements, not theme attire —by his peers in *IW*'s monthly employee recognition program.

Niche

- FROM PAGE 1

nology do for the end user, network managers and organization?'"

Members of the launch team included Technical Editor **Jan Wikström**, Editorial Assistant **Glen Myles**, Layout and Design Director **Gary Clark** and **Mark Facchin**, who created the logo and cover design.

"We also had great efforts by the display sales team, headed by **Gayle McElroy**, and a standout effort from **Amanda Patrick** selling classified ads," Kennedy added. "To have attained our circulation goal in such a short time is a great credit to the circulation department headed by **Shirley Ingram**."

IDG's Lucy Sheehan celebrates 10th anniversary

Lucy Sheehan joined the company in March 1983 as senior secretary to the corporate services/president at IDC. In 1985, she was named executive secretary and in 1986, she moved to the Chairman's Office at IDG as senior administrative assistant. In 1989, Lucy was promoted to her current position of executive assistant to the vice president/corporate controller of IDG as well as the office services manager.

In addition to her many and varied responsibilities at the 5 Speen St., office, Lucy is the manager for six of the IDG regional offices located in Natick, Mass., Irvine, Calif., Dallas, Atlanta, Rochelle Park, N.J. and Chicago.

Lucy is also the organizing force behind the IDG summer outing each year. Three years ago, she spearheaded the redesign and reorganization of the IDG warehouse in Framingham where all unused furniture and archives are stored and tracked on an on-line inventory system.

Lucy is a long-term member of the HR Council at IDG where she has taken the initiative to implement many new projects.

She lives in Marlboro, Mass., and enjoys gardening, swimming and traveling all over the world.

THE RITZ-CARLTON

World Update

Lucy Sheehan recently joined Pat McGovern for lunch to celebrate a decade of service to IDG.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Bob Wescott - Computerworld

THIRTEEN YEARS

Karen Weston - IDC
Christian Mahler - IDG Germany

TEN YEARS

Gayle McElroy - IDG Australia

EIGHT YEARS

David Blackburn - IDG Australia

SEVEN YEARS

Carol White - PC World
Pat Kenealy - PC World
Agnès Jouhannel - IDG France

SIX YEARS

Carol Page - IDC
Stewart Alsop - InfoWorld
Deborah Winders - Network World

FIVE YEARS

Steve Auerbach - IDC
Joan Flynn - Macworld
Barbara Adamson - PC World
Kyoko Ibi - IDG Japan
Judy Schultz - Computerworld

FOUR YEARS

Brian Clarke - IDC
Rhea Stafford - Macworld
Brian Ormsbee - IDG
Paul Fitzgibbon - PC World
Jody Naze - Computerworld
Kim Nash - Computerworld
Clarisse Ranc Burger - IDG France
Mindy Lim - Asia Computerworld

THREE YEARS

Caroline Michel - IDC
Jan Davis - InfoWorld
Carla Neumann - InfoWorld
Donna Vieraitis - InfoWorld
Margaret McAvenia - IDG
Camille Ringqvist - IDG Sweden

TWO YEARS

Cheryl McMann - IDC
Michael Sullivan - IDC
Cynthia Fredrick - IDC
Marc Mikulich - IDG Books
Rob Rubright - IDG Books
Jacqueline Kan - Macworld
Wendi Smith - Macworld
Colleen Hurley - IDG
Paula Demeo - IDG
Skip MacAskill - Network World
Kyle Nitzsche - Network World
Christer Björkin - IDG Sweden
Dan Ruby - NeXTWORLD
Lynette Franciose - CWDD
Sandrine Garcia - IDG France

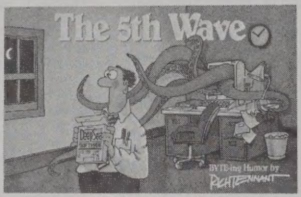
ONE YEAR

Vincent Fong - IDC Australia
Dianne Siahamis - IDC Australia
James Hammett - InfoWorld
Barbara Ruffner - InfoWorld
Daniel Kaufman - GITG
Thomas Wilson - Network World
Heather Hudson - IDG New Zealand
Monique Borawski - IDG Central Svcs.
Masato Tsuchiya - IDG Japan

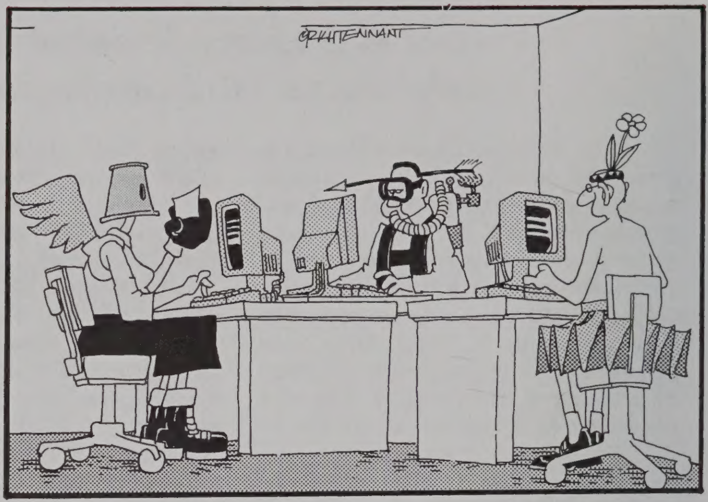
Off line

Win Your Own

or



Off line T-Shirt *Fifth Wave* **cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 15. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Carla Blakely, Lotus Alliance Products
Evilee Thibeault, Network World
Kathy Day, IDG Books
Po Wong, Computerworld Philippines
Carla Neumann, InfoWorld

***InfoWorld's* Editorial EXPOsure travels to Boston**

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Asia Computerworld's SW Chan goes On line

- PAGE 3

32 business units meet or exceed plan for first half of fiscal '93

- PAGE 4

IDG *World Update*

VOLUME 23, NUMBER 20 **MAY 17, 1993**

IDG inks license for *CW*-style pub in Netherlands

In a move designed to extend IDG's product line strategy to all the world's major IT markets, IDG has recently licensed the *Computerworld* title to an existing Dutch publication called *Computable.*

Published by VNU, the controlled circulation weekly, which will retain its name, is currently read by more than 82,000 readers in the Benelux region. Under the terms of the license, *Computable* will have access to the IDG News Service and other IDG editorial resources and will be represented by International Marketing Services worldwide as a member of the IDG family of publications. "This deal represents a great enhancement to our pan-European sales effort for all our IMS offices," said IMS President **Frank Cutitta.**

IDG Netherlands has agreed to provide English translations of the top news stories appearing in *Computable* each week for inclusion on the IDG News Service.

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CW Peru joins Latin lineup

Biweekly tabloid boasts initial circulation of 5,000

This spring the Peruvian IT community got its first look at a local edition of *Computerworld,* which brings the number of IDG publications in Latin America to 24.

Produced through a license agreement with El Comercio, the country's oldest publishing company and publisher of *PC World Peru, CW Peru* has a circulation of 5,000. While *PCW Peru* is a biweekly insert included in the widely distributed *El Comercio,* Peru's largest daily newspaper, the bi-weekly *Computerworld* is a highly targeted stand-alone tabloid. It is available primarily on newsstands. The company uses private mail distribution to assure timely delivery to its growing list of subscribers, who numbered 100 after just a week of circulation promotion. Due to the use of private mail, subscriptions in the provinces cost twice as much as subscriptions for readers in Lima.

The inaugural 24-page issue made liberal use of bright colors and fanciful illustrations throughout. Publisher **Bernardo Roca-Rey Miró-Quesada** recently traveled to Madrid to get some hands-on training from colleagues at *Computerworld Spain.*

Tim Clarke, IDG's newly appointed vice president of licensing, visited El Comercio recently and said the company's directors are very optimistic about *CW Peru*'s future. "El Comerico is a first-class operation and produces quality products in all segments of its business. There is limited competition facing *CW Peru,* and the staff is confident they will quickly capture 90% of the market," Clarke said.

International News Group

Publisher Bernardo Roca-Rey Miró-Quesada peruses the premiere issue of *Computerworld Peru.*

El Comercio is so well established that the street on which the building is located, Miró-Quesada, is named after the family that founded the company in the 1800s. A number of family members work for the division that produces IDG publications and other magazines.

In 1992, the Peruvian PC market was estimated at $40 million to $50 million and has an installed based of 150,000 with 20,000 new machines shipped annually.

InfoWorld brings EXPOsure to Boston

Editorial
EXPOsure

World Update photos

Stewart Alsop addresses the 250 attendees at *IW*'s third Editorial EXPOsure last week in Boston.

Luanne Newman, *IW*'s New England advertising account manager (l); Catey Truman, marketing coordinator; and Joanne Olson display the EXPO bucks given to attendees, who were asked to vote for their favorite new product by dropping dollars in the fish bowls at each vendor's table.

InfoWorld brought its Editorial EXPOsure event to Boston last week, providing a forum for a select group of companies offering significant new IS products, *IW* staff, key industry figures and a group of local readers to meet in an informal setting to view the latest in IT product development.

Since its debut last fall, the invitation-only event has quickly gained the attention of readers and vendors alike, many of whom are beginning to call asking to be put on the guest list. "So far, we've been able to accommodate all of the readers who want to attend," said Marketing Coordination Manager **Joanne Olson**, adding that only vendors whose products have been pre-selected by *IW*'s editorial staff are invited.

NOT A SALES EVENT

Twenty-eight companies from all over the Northeast set up shop in the demonstration area, which by design, was devoid of the elaborate displays, stacks of product literature, banners and giveaways that are the hallmarks of standard trade shows. "This is not a sales event," stressed Olson. "We are providing an informational fo-

- SEE PAGE 4

FCW hosts 4th Federal 100 awards

Federal Computer Week joined National Trade Productions, producer of FOSE '93, the IT trade show targeting the U.S. federal government, to honor 100 individuals who have played significant roles in the government systems community during the past year.

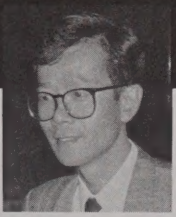
FCW readers submitted several hundred nominations, and the 100 crystal awards were given to 78 recipients in the federal government, 20 in industry and one each from a non-profit association and academia. Robert Woods, deputy assistant secretary for information resources management at the Department of Veterans Affairs, and Dendy Young, president of Falcon Microsystems, received FOSE Awards, which are given to the federal employee and industry executive who have had the greatest impact on the government's use of information technology.

Twenty-three corporations sponsored tables at the awards dinner, making the fourth annual event the most popular Federal 100 to date.

Federal Computer Week

FCW Editorial Director/Executive Vice President Edith Holmes and CEO/Publisher Ken Kaplan (r) talk with FOSE Award winner Robert Woods at *FCW*'s 4th Annual Federal 100 Reader's Choice Awards ceremony in Washington, D.C.

On line



ASK SW

SW Chan, general manager of Asia Computerworld Communications, takes a turn as guest columnist.

Asia CW at a glance

- **Currently publishes three regional *CW* publications and three *PCW* titles, all in English.**
- **Readers based in: Hong Kong, Singapore, Malaysia, Macao, Indonesia, Thailand and the Philippines.**
- **Employees: 33 in Hong Kong, 15 in Singapore and 11 in Malaysia**

Q How do you cope with the challenges inherent in managing operations in three far-flung locations?

A The most important challenge is making sure the staff in Singapore and Malaysia do not feel they are merely branch offices in different countries and as such, not as important as the head office in Hong Kong. Though both circulation and the accounting/financial departments are in Hong Kong, the staff in Singapore and Malaysia are involved in all aspects of publishing. Full editorial and sales teams are located in both operations, and we are extremely fortunate to have Michelle Wong in Singapore and Jaycie Teoh in Malaysia as administration managers helping the management team run the company. The management team visits both offices regularly to provide encouragement and sort out what problems may arise.

We print both *CW* and *PC World Hong Kong* in Hong Kong and *CW Southeast Asia*, *CW Malaysia*, *PC World Singapore* and *PCW Malaysia* in Singapore. We constantly arrange the exchange of advertising and editorial materials between both countries, and keep three separate sets of books for the three different currencies we sell the advertising in. Six different teams handle sales in three countries. We also promote IDG Books titles through our publications outside Hong Kong and deliver the book orders and serve as sole distributor of IDG Books in Hong Kong. It's very much the team spirit that fuels the company. The management team is supported by the senior staff at all times, and we are very proud to be working with these people.

Q What are the IT market conditions in Hong Kong, Malaysia and Singapore like?

A The health of Hong Kong's IT market is probably best judged by vendors, who consistently give the territory high marks. Nearly all the vendors say Asia/Pacific is their fastest-growing market, and they typically report double-digit growth in Hong Kong.

There is little indication that the return of Hong Kong to China in 1997 is a significant factor, as many key vendors are still locating their regional headquarters in Hong Kong, and manufacturing operations — both in Hong Kong and across the border in China — remain strong.

With a booming economy in recent years, Singapore has become a home in Asia for many of the world's top IT companies. Earlier recessions in the U.S. and European economies are only just beginning to take their toll, and Singapore's IT market is beginning to stagnate. Global IT companies are spending much of their time looking for ways to play a part in IT2000, a master plan designed to turn Singapore into an "intelligent" island by the year 2000. Singapore will play an increasing role as an innovator and look to neighbors such as Malaysia to carry out manufacturing.

Three years ago, the Malaysian market was only an emerging economy with information technology in its infancy. With its economy growing at around 8% annually, foreign companies that once shunned Malaysia are now seeking a foothold in the growing IT market. But to move forward, Malaysia will need to upgrade its antiquated telecommunications system and has made provisions to do so in the government's Vision 2020, an IT master plan, which is similar to Singapore's IT2000.

Q How is the new *PC World* line doing? Are there plans to introduce any other publications this year?

A The launch last October and ongoing publication of three regional issues of *PC World* has been very difficult. The PC price war started last June by Compaq had a great effect on the ad placements by vendors in Hong Kong, Singapore and Malaysia, plus the software companies are also cutting back a lot. Things are beginning to look better, and we are looking forward to a much better performance on both advertising and circulation revenue from June/July onwards this year. We have no plans for new publications at this time, as our major concern is to establish *PC World* as the market leader before anything else.

Q What do you think the future holds for *CW Hong Kong* after Hong Kong returns to China in 1997?

A In 1997, Hong Kong will be governed under the "one country, two system" rule. China will remain socialist, while Hong Kong retains it current capitalist system. As such, the need for English language publications will exist, and we foresee no major changes to the company's status at this time, but of course, who knows what will happen in 1997?

Q What does SW stand for?

A My initials SW stand for Shin Wai, as I have never adopted an English name as most Chinese people do in Hong Kong. I think the name my parents gave me is enough.

Chairman's achievers

Carolyn Novack
Director of Publishing Services,
CW Custom Publications
Computerworld

Earlier this year Carolyn Novack directed the largest *Computerworld* White Paper ever, a 32-page *CW* insert sponsored by IBM's OS/2 Software Division that listed more than 1,000 OS application developers.

Novack *Computerworld*

"Only a top achiever with Carolyn's experience and attitude could have coordinated and successfully implemented a project of this magnitude," said **Larry Craven**, vice president/custom publications. "IBM was extremely pleased with the final piece and plans to sponsor another White Paper this year. When customers write to say thanks, you know a terrific job has been done."

Carolyn's achievement brings to IDG continued recognition as a leader in publishing world-class editorial on emerging technologies, Craven added. As part of the program, the IBM White Paper is being translated into other languages for international distribution.

Orum (l) and Martin display the INVISION award plaque. *Macworld*

Dan Orum, President/COO
Macworld CD Ventures

One of Macworld CD Ventures' newest products, the Rock Rap 'N Roll Digital Music Machine, earned four awards at the INVISION 1993 Multimedia Awards. The CD uses pre-composed original music combined with a unique interactive interface to allow any user, with or without musical knowledge, to produce professional quality songs.

"Dan's efforts in bringing Rock Rap 'N Roll to the consumer market exemplify his dedication to making sure that only high-quality products carry the Macworld CD Ventures name," said Macworld Communications President **Jim Martin**.

Judges unanimously awarded RRR a special "Award of Excellence" as the most innovative project submitted, and the disk also won awards in its respective categories for best programming, best leisure title and best interface design.

EXPOsure

- FROM PAGE 2

rum that meets the needs of both sets of our customers — readers and IT vendors — as well as providing an opportunity for our own editors and Test Center staff to see the latest new products in action."

Last week's event, the third in an ongoing series, got under way with lunch for the 250 attendees and an informal dialogue between *IW* Editor-in-Chief **Stewart Alsop** and "Network Curmudgeon" columnist **David Strom** on some key issues facing today's IS vendors and users. The afternoon was devoted to product demonstrations, followed by a brief product evaluation session led by Alsop; Strom; **Scott Mace**, editor-at-large; **Kevin Strehlo**, executive editor, reviews and testing; and **Karyl Scott**, executive editor, enterprise computing.

"These conferences have a huge payoff, bringing us a great deal of visibility within our community," noted Alsop, adding that the company plans to host between three and six EXPOsures next year with stops most likely being added in Los Angeles, Dallas and Atlanta.

IDG business units meet, exceed plan

Congratulations to the following IDG business units that have equaled or exceeded plan for the first six months of the current fiscal year. In light of the economic recession affecting Europe, Japan and the U.S., the achievement of these business units is very admirable.

U.S.
CIO
Connell Communications
DOS Resource Guide
Federal Computer Week
Infotainment World
IDC TISC
IDC Government
IDC
IDG Books
LINK Resources
Lotus Ancillary Division
Macworld
MACWORLD Expos
Network World
NeXTWORLD
PC World Ancillary Products
Publish
SunWorld
TechMedia Publishing

NON-U.S.
IDG/CI Brazil
IDG/CI Bulgaria
IDG/CI China Computerworld
IDG/CI Czechoslovakia
IDG/CI Germany magazines
IDG/CI Japan Macworld
IDG/CI New Zealand
IDG/CI Poland
IDG/CI Spain
IDC/CI Taiwan
IDG/CI Taiwan Global Computer Express
IDG/CI U.K.
IDG/CI Venezuela

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, May 17, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

JUNIOR RESEARCH ANALYST (IDG RESEARCH SERVICES)

The individual in this position will assist in the day-to-day activities involved in conducting market and media research studies. Responsibilities will include assisting in questionnaire development, report writing, graphics, statistical analysis and miscellaneous administrative functions. Requirements for this position include excellent communication skills, strong analytical ability, basic understanding of statistical methods and the ability to handle multiple tasks. The ideal candidate will be detail-oriented, Macintosh proficiency, specifically Microsoft Word, Aldus PageMaker and DeltaGraph. College degree required and knowledge of computer industry helpful.

SENIOR RESEARCH ANALYST - IRS (IDC)

The person in this position will perform all quantitative and qualitative research and written analysis for the Wall Street client base of the IRS program. Specific qualifications include excellent communication skills, experience with quantitative analysis, superb customer service abilities, effective presentation skills, as well as experience with Macintosh Excel and Word programs. Candidate must be capable of initiating proactive communication and responding to inquiries from a demanding customer base.

SENIOR ANALYST - CONSUMER TELESERVICES (LINK RESOURCES)

Responsibilities for this position include quantitative and qualitative research and analysis of consumer teleservices markets including: on-line services, inter-active voice response services and inter-active television. Specific qualifications include excellent writing skills, experience with quantitative analysis and good knowledge of inter-active media and services in the consumer market. This position involves extensive bulletin and report writing, primary client service responsibility, as well as support to marketing and consulting activities. Good presentation skills preferred; strong project management skills, attention to detail and ability to meet deadlines required.

PROJECT COORDINATOR (IMI DIRECT)

Responsibilities for this position include coordination of advertising promotion project through completion as well as administrative support for the division president. The ideal candidate will be highly organized, flexible and detail-oriented. Strong Macintosh skills required, Accounting experience preferred.

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	**ISG**	Information Strategies Group	Vienna, VA
BCP	Business Computer Publishing	Peterborough, NH	**IW**	InfoWorld Publishing Corp.	San Mateo, CA
IFWD	Infoworld Direct	Boston, MA	**LPC/PCW**	Lotus Publishing Corporation	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MPC**	MPC World Magazine	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**NWW**	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	**PCW**	PC World	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDG	International Data Group	Framingham, MA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG/B	IDG Books	San Mateo, CA	**TIS**	Tech. Investment Strategies Co.	Framingham, MA
IDG/P	IDG Peterborough, NH	Peterborough, NH	**TMG**	Tech Media Group	Peterborough, NH
IFTW	*Infotainment World*	San Mateo, CA	**WEC**	World Expo Corporation	Framingham, MA
IMI	Integrated Media, Inc.	San Francisco, CA			

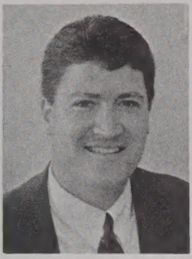
Job Opportunities

Revised: May 17, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Junior Research Analyst	Research Srvcs. - Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(617)422-1217
IDG	Computer Operator- 2nd Shift	Framingham, MA	E. Bocko	(508)935-4704
IDG	Human Resource Rep.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Paralegal - P/T	Framingham, MA	M. Cornetta	(508)935-4734r
IDG	IS Support Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG/NG	Business Administrator	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Sales Assistant - P/T	Irvine, CA	K. Schackel	(415)928-3589
NWW	Mktng. Specialist/Promotions	Framingham, MA	S. Perry	(508)935-4407
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	E. Bocko	(508)935-4704
CIO	Senior Writer	Framingham, MA	L. McCreary	(508)935-4618
CIO	Design Associate	Framingham, MA	E. Bocko	(508)935-4704
A+	West Coast Editor	*MacComputing*, San Francisco, CA	G. Lodge	(603)924-0392
A+	Assistant Editor, Production	*MacComputing*, Peterborough, NH	G. Lodge	(603)924-0392
A+	Features Editor	*MacComputing*, Peterborough, NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Southeast	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Southwest	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Northeast	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Workstations	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC/G	Research Director	IDC Government, Vienna, VA	E. Bocko	(508)935-4704
CWPI	Sales Assistant	Burlingame, CA	S. O'Brien	(415)347-0555
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
IW	Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Business Manager	San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)572-7341
PCW	Summer Intern	*PC World*, San Francisco, CA	R. Furger	(415)978-3219
PCW	Associate Editor	*PC World*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Marketing Programs Coord.	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Market Development Manager	*Multimedia World*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Associate Publisher	*Multimedia World*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Director of Marketing	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Editor-In-Chief	*Multimedia World*, San Francisco, CA	J. Epstein	(415)267-1772
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Project Coordinator	Integrated Media, San Francisco, CA	C. Learned	(415)974-7444
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Assistant Production Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Fulfillment Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editor-In-Chief	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

Noteworthy!

PROMOTIONS


Metzger World Update

Previously federal account director for civilian government clients, **Alex Metzger** has been promoted to civilian, state and local sales manager for IDC Government. "Alex has been instrumental to our excellent first half performance," said Director of Sales and Marketing Robin Rather. "In his expanded role, he will also be responsible for further contributing to the health and growth of IDCG as an active member of our company's management group."

NEW EMPLOYEES

IDC's new director of Network Integration Services is **Pam Ostrowski,** who was recently sales program manager at Hewlett-Packard. She has an undergraduate degree in scientific and technical communications from Michigan Technological University and a master's in technical writing from Bowling Green State University.

■ ■

World Expo Corp. welcomes Office Services Assistant **Kim Fladung,** who comes to IDG from Dun & Bradstreet Software where she was a senior administrative assistant in the worldwide marketing communications department. Kim will be providing day-to-day support for office and facilities operations. She has a certificate in office administration and word processing from St. Cloud (Minn.) Business College and enjoys music, dance and movies in her free time.

■ ■

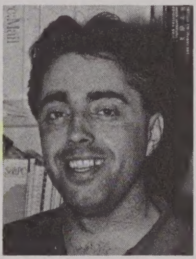
Christina Turner has signed on as an international sales assistant at IDG Books Worldwide. She provides customer service to international clients and assists Director of Business Development Brandon Nordin with sales and marketing. Christina has a BA in political science and economics from the University of Wisconsin and an MA in international relations from the University of San Diego. In her free time, she can be found on the tennis court.

■ ■

Brooke Burton is the new editorial assistant at *CIO*, where she'll be working with Editor Marcia Blumenthal and supporting the rest of the editorial staff. She has a BA in journalism and a minor in French from the University of Massachusetts/Amherst and enjoys improvisational comedy, writing and reading.

Also at *CIO*, **Cheryl Davis** returns to the IDG fold as a copy editor. She was with *Digital NEWS* from 1989 to 1992, most recently as assistant managing editor, and later moved on to *Networking Management* as associate editor. She has a BS in journalism from Northeastern University and spends her free time playing volleyball and going to the beach.

■ ■

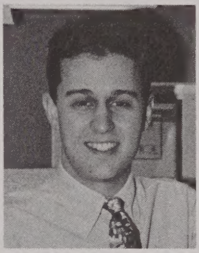

Schneider World Update

Previously in PC support at Hewlett-Packard, Systems Specialist **David Schneider** is maintaining PCs and networks at *InfoWorld Direct*. He has an AA in liberal arts from Bunker Hill Community College and is enrolled in the MIS program at Northeastern University. David enjoys photography, screenwriting and spending time with his family.

■ ■

Tatarka IDCG

IDC Government welcomes two new employees. Senior Research Analyst **Kim Tatarka** has taken on a newly created and multifaceted role, which includes coordinating client inquiries and delegating research tasks, primarily for custom projects, and working with the software and system integration services. In her previous job, Kim was manager of proposal operations at BTG, Inc. She has a BS in English and psychology from the State University of New York/Geneseo and is working on an MBA from the Rochester Institute of Technology. Kim enjoys music, theater, painting and water sports.


Press World Update

Research Assistant **Aaron Press** is responding to client inquiries and researching and writing bulletins and reports for a number of IDCG services. He recently had similar responsibilities researching health and safety issues in the construction industry at the Washington, D.C.-based Laborers Health and Safety Fund of North America. Aaron has a BS in government from the University of Texas and is working toward a master's in public administration at George Mason University. He enjoys cycling and racquetball.

■ ■

Brian Fuce is the new copy center operator at IDC's production department in Framingham, assisting with copying and binding IDC's reports. He previously did temporary work in the copy center and other departments, including TISC and Leasing Planning Services. Outside the office, Brian enjoys water skiing.

ETCETERA

Daly Network World

Joan Daly, *Network World*'s eastern regional manager and a 10-year IDG veteran, has been named the 1992 Media Representative of the Year by the business-to-business advertising and PR agency Hammond Farrell Inc. Joan is the first winner of the award, which recognizes the sales rep who has made the most significant contributions to the New York agency's planning process and client service activities during the past year.

IDG Germany employees mark decade of service

Pat McGovern journeyed to Munich earlier this year to help seven IDG Germany employees celebrate a decade of service to the company. The group kicked off the celebration with a champagne toast aboard a bus bound for the well-known Kaefer's Restaurant in Munich, where they enjoyed good food and stimulating conversation. "It was very motivating to spend the evening with Pat," noted *Computerwoche*'s **Andreas Förth**, head of the publication's Desktop Publishing Department. "Pat spoke about activities taking place in the U.S. and new opportunities in Eastern Europe. The evening really helped us to have a better understanding of the company we are all working for," he said.

IDG Germany

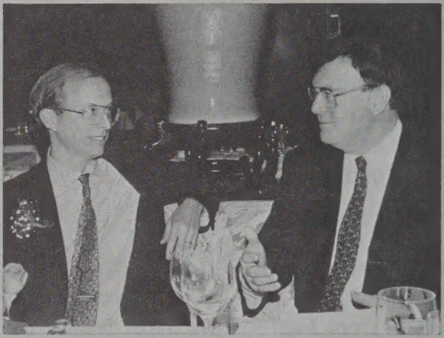
Pictured above are Brigitte Lotz, a sales rep for *Computerwoche*; Pat McGovern, Edelgard Hartwig, *Computerwoche* editorial assistant; Bernhard Weeser-Krell, an editor at *PC Welt*; Karin Wirth-Wernitz, graphic designer for *PC Welt*; Georg Sing, software engineer at IDG; Andreas Förth, and Kurt Ebner, general manager/publisher of *PC Woche*.

Eric Bender celebrates 10-year anniversary

Eric Bender joined IDG in February 1983 as an associate editor at *MicroMarket World.* A year later, he was named the first senior editor for microcomputers at *Computerworld.* In 1986, he was named East Coast editor at *PC World* where he remained until last year when *PC World* assumed the publishing responsibility for *Lotus Magazine* and Eric was named to head up the *Lotus Edition.*

As the executive editor for *PC World's Lotus Edition,* Eric manages an editorial staff of eight, which produces the monthly supplement incorporated into select editions of *PC World.*

Eric attended Goddard College in Plainfield, Vt., earning a BA in 1976. In 1978, he received an MS in journalism from Boston University. He and his wife Lori Stern live in Newton, Mass., with their two-year-old daughter Julia.



World Update

Pat McGovern recently escorted Eric Bender (l) to lunch in honor of his 10th anniversary with IDG.

Netherlands

-FROM PAGE 1

"IDG Netherlands does not publish a *Computerworld* title," noted IDG International News Group President **David Hill**. "Therefore, as part of our strategy to have all our product lines represented in each of the major IT markets in Europe, this license was a logical step."

IDG Netherlands will continue to concentrate on its three core products: *Computer! Totaal*, *LAN Magazine* and *Macworld*.

Asked about the issue of working with VNU, a major competitor in the European IT publishing arena, Hill noted, "Three hundred years ago, kings married off their sons and daughters into the families of their enemies, overnight turning them into allies. Maybe we can do the same thing."

While the editorial portion of the license agreement is already in effect, advertising representation is being phased in throughout the rest of the calendar year as *Computable*'s existing advertising agreements expire in various parts of the world.

Amsterdam-based VNU is a major trade publisher with a presence in a number of European markets including the Netherlands, Belgium, the U.K., Italy and Spain.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Bill Sell - World Expo Corp.

THIRTEEN YEARS
Harriet Brody - IDG

ELEVEN YEARS
Mary Dolaher - IDG

TEN YEARS
Dorothy Adams - IDG Australia

NINE YEARS
Beverly Schneider - Macworld

EIGHT YEARS
Frank Gens - IDC

SEVEN YEARS
Sanne Shepherd - IDG Denmark

SIX YEARS
Stephen Lennox - IDG Australia
Mary Musgrave - IDC
Laura Miedico - IDG Italy

FIVE YEARS
Vicki Peilen - IDG Central Services
Steve Moylan - InfoWorld

FOUR YEARS
Michael Goldstein - IMI
Christine Flanagan - Computerworld

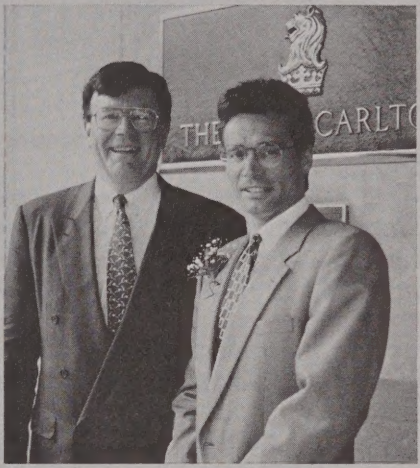
THREE YEARS
Gigi Wang - IDC
Adele Lee - CWDD
Charlotte Trim - IDG France
Sergio Rizzi - IDG Italy

TWO YEARS
Richard Zwetchkenbaum - IDC
Trace Weatherford - IDC
Nancy Battey - IDC
Stacey Holman - Macworld
Colleen English - GITG
Polly Papsadore - IDG Books
Megumi Okamoto - WEC Japan
Janell Genovese - Computerworld

ONE YEAR
Tracey Thomas - IDC Australia
Cassandra Blinn - IDC
Jerald Hermes - IDC Government
Shalini Chatterjee - SunWorld
Donald Calamaro - IW Direct
Lucy Jaime - InfoWorld
Melinda-Carol Ballou - Computerworld
Jean Dellarobba - Computerworld
Toh Chee Chaw - Asia Computerworld

David Vellante celebrates 10 years with IDC

David Vellante began his IDC career in March 1983 as a product support rep working on the *Computerworld Buyers Guides*, a joint project between IDC and *CW*. Later that year, he was promoted to client services rep in IDC's Corporate Planning Service, and in 1985 he was promoted to senior client services rep. Two years later he was named director of the Peripherals Program and in 1989, he was promoted to vice president of the group. In 1990, David was named vice president of Systems/Processors Research. The following year, he assumed responsibility for Software Research, and in 1992 he was promoted to senior vice president and took over the Leasing Planning Group from TISC. Early this year, he also took on responsibility for the Product Resource Group.


World Update
David Vellante (r) recently joined Pat McGovern for lunch in honor of his 10th anniversary with the company.

Among his many accomplishments at IDC are the formation of the Storage Group in 1986, which he helped grow from zero to 50 clients and $1 million in revenue in its first three years. He has also helped more than double the Systems Group's revenue in three years, bringing it from $5 million in 1990 to $11 million last year.

In 1989, David was named winner of the James A. Peacock Award for outstanding performance, and in 1990 he was an Excellence Award Winner for Teamwork.

David attended Union College in Schenectady, N.Y., where he earned a BS in math and computer science. He and his wife live in West Newton, Mass., and he enjoys skiing, basketball and reading in his free time.

Address change

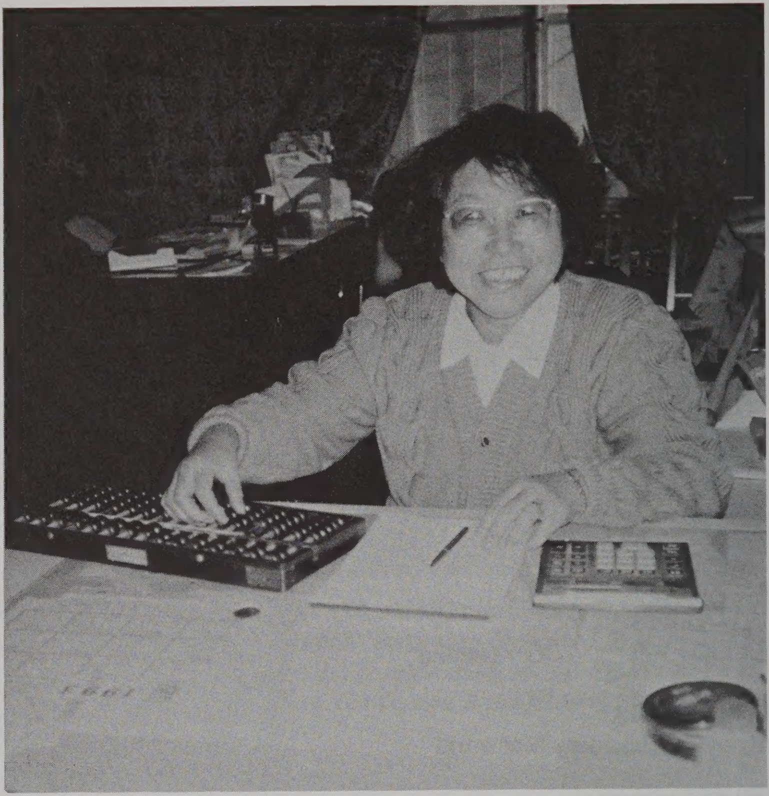
The correct address, telephone and fax numbers for Hi-Tech Information, IDG's Korean licensee are as follows:

Hi-Tech Information
3F Woosung Bldg.
333 Cheong Jeon-dong,
Mapo-Ku
Seoul, Korea

Tel: +82-2-325-7300
Fax: +82-2-325-4471

Do-er's profile

Li Xiuquin



International News Group

- **POSITION:** Director of accounting for *China Computerworld.*

- **BEST PART OF YOUR JOB:** Totaling up the numbers at the end of the month and finding they are better than last month.

- **WORST THING ABOUT YOUR JOB:** Overwhelmed by work because the business is growing.

- **FAVORITE FOOD:** Eggs, cooked Chinese style by boiling with salt and tea leaves.

- **WORDS TO LIVE BY:** Be honest, modest and reliable.

- **DREAM VACATION:** Hawaii.

- **SOMETHING YOU WISH YOU COULD DO:** Dance well.

- **SOMETHING YOU DO THAT YOU WISH YOU DIDN'T:** Snore.

- **IF YOU COULD HAVE DINNER WITH ANYONE, WHO WOULD IT BE:** Richard Nixon.

- **WHAT WOULD YOU DO IF YOU WERE SUDDENLY RICH:** Build two beautiful houses, one in China and one in San Francisco.

- **IF YOU HAD THREE WISHES, WHAT WOULD THEY BE:**
  1. Travel abroad.
  2. Have a financially secure retirement.
  3. Receive birthday recognition every year from the company.

- **MANAGER'S PROFILE:** "Li Xiuquin is a very reliable and loyal employee who has been with the company from the founding of *China Computerworld*. Her ability to deal with government officials makes work easier for everyone in the company."

IDG *World Update*

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David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Melvyn Bennett, Asia Computerworld
SW Chan, Asia Computerworld
Kay Murray, FCW
Lisa Kirchoff, FCW
Joanne Olson, InfoWorld
Catey Truman, InfoWorld
Jutta Volk, IDG Germany
Tim Clarke, International News Group

IDG Denmark raises curtain on Windows World Expo
- PAGE 2

IDC stages worldwide PC hardware research forum
- PAGE 4

WEC honors staff who uphold corporate values
- PAGE 6

IDG World Update

VOLUME 23, NUMBER 21

MAY 24, 1993

IDG Sweden's PC World Expo highlights information access

"Optimism reigns at this year's PC World Expo. The computer business is moving ahead in a league of its own, despite the Swedish recession." With those words, IDG Sweden General Manager **Bengt Marnfeldt** opened the second annual show last month accompanied by the boom of a cannon.

Close to 23,000 visitors, about a 10% increase over last year, crowded the Stockholm show. Nearly 200 exhibitors, 70 more than last year, displayed their wares thanks to the efforts of Sales Manager **Hans Lofgren.**

Consumers and IT business buyers and managers alike listened to Bill McCracken, director of personal systems for IBM in Europe, pledge that IBM intends to have competitively priced products in all areas, from Ambra to PS/2. Ambra is an IBM-owned company, set up to compete in the mail order market, whose product of the same name has captured a 5% market share in Sweden in just six months.

PC WORLD EXPO 1993 ARRANGERAD AV CW\COMMUNICATIONS AB OCH STOCKHOLMSMÄSSAN

PC World Expo's theme, "give everybody a chance," emphasized how networking of information has opened the lines of communication within companies. "Companies today are trying to make their staff involved in decision making, and one of the ways of achieving that is to have a well-developed computer information system," said Project Manager **Torgny Husén.**

New ways to make information accessible was one of the main topics at a "Future Perspective Conference" on opening day. IDC Scandinavia General Manager **Edward O'Hara** chaired the conference, introducing the speakers and raising questions from the user perspective. Steve Ballmer, executive vice president of Microsoft and Peter Bayley, director of

- SEE PAGE 4

PC WORLD EXPO 1993
INTEGRATION
pusselbitarna faller på plats
MULTIMEDIA
upplev de nya hjälpmedlen
MISSA INTE
årets mässa med de heta
NYHETERNA
PC WORLD

The April issue of *Svenska PC World* could be displayed with either the regular cover (left) or with the back cover, which introduced the 51-page show guide section.

MacComputing scores big hit with first issue

The pilot issue of *MacComputing* is on the newsstands and Editor-in-Chief **William P. Kennedy**'s mailbox is bulging. "The response from both the industry and readers is overwhelmingly positive," Kennedy reported. "We are excited to have the green light to launch *MacComputing* as a monthly magazine at MACWORLD Expo in August with our September issue."

MacComputing first appeared this month as a special stand-alone issue of *Macworld* to test the waters of the exploding high-volume segment of the Macintosh computer market: individuals using their computers for small- or home-office, personal productivity, education and entertainment applications.

MACWORLD SPECIAL ISSUE
Mac Computing
APPLE'S NEWEST PERFORMAS

"*MacComputing*'s success proves there is a need in the marketplace for a monthly publication covering products and applications that are of interest to this sizeable and rapidly growing market," said **Jim Martin**, president of Macworld

- SEE PAGE 5

In brief

China Computerworld produces record issues

Mirroring the healthy growth of the Chinese economy as a whole and its IT industry in particular — China's PC market grew 65% in 1992 — *China Computerworld* this month published its two largest issues to date. Each of the issues, which weighed in with 192 pages, had an ad/edit ratio of 75/25. During the past year and a half, *China Computerworld* has enjoyed a 100% increase in pages. The country's largest IT weekly, *China Computerworld* owns 75% of the domestic IT publishing market, according to **Shen Yao**, general manager of China Computerworld Publishing and Servicing Co.

Macworld, PC World extend collection of art, design awards

IDG publications continue to accrue art and design awards. Numerous freelancers have had their *Macworld* creations for 1992 included in publications such as *American Photography 9*, *American Illustration 12*, *Print's Best Photography & Illustration* and *Print's Regional Design Annual.*

Art Director **Joanne Hoffman** and Associate Art Director **Kent Tayenaka** assigned all the artwork and Design Director **Dennis McCleod** managed all the design work. Staff who designed the pages on which the award-winning pieces were featured included **Tim Johnson, Leslie Barton** and **Matt Neilson.**

Macworld also pulled in nine design awards at the recent Computer Press Awards, including first-place ribbons for computer-generated infographics, front cover photo and opening page or spread.

The artwork in *PC World*'s "Hard Disk Offenders" article (July '92) was the winning entry in the Computer Imagery category and appeared in the *'92 Applied Arts Magazine Awards Annual.* **Greg Silva** was creative director for the work, **Robert Kanes** was the art director and **Laura Guerin** the designer.

PC World also earned a gold award (May '92 cover), a bronze award ("50 Tips for DOS and Windows," January '92), and an honorable mention (April '92 cover) in the 1992 Electronic Imaging Awards sponsored by *Publishing and Production Executive.*

IDG Denmark stages country's premiere Windows World Expo

Klaus Møller

Bill Gates (center) joins Peter Max (left), managing director of Microsoft Denmark and Preben Engell at Windows World Expo '93 in Copenhagen.

Windows World Expo '93 made a very successful Danish debut this month, and its high-profile keynote speaker — Microsoft CEO Bill Gates — garnered the event coverage on national TV and in the general press.

More than 600 executives listened to Gates explain Microsoft's strategy for the next decade. Windows will be the company's platform from PCs to high-end computing, and Microsoft's offerings for the consumer market thus far have been just the tip of the iceberg, Gates said.

"Although Windows World Expo was organized very fast — less than two months from the initial decision — the show was very successful," said **Ole Larsen**, manager of IDG Denmark's expo and conference division, the organizer of the show.

"To be the co-host for Bill Gates was very interesting for us at IDG," said Managing Director **Preben Engell.** "We enjoyed having him here, and his appearance created mass-media attention with coverage in both TV and the national dailies. In a very tough period of time in our industry, this event gave us new gasoline to fuel a new race!

"Working together with our local Microsoft people to make this event a success has been very enjoyable. The credit for the success should be shared by our two companies."

On line

ASK BILL

Q What financial publications or other sources of financial information do you read on a regular basis?

A I read a number of publications from the old standbys *The Wall Street Journal* and *Barron's* to a host of magazines such as *Forbes*, *Fortune* and *Business Week*. I also read a number of newsletters, as well as an enormous amount of economic research material published by the major investment banking and brokerage firms.

Q How does IDG allocate its investments? What percentage of our portfolio is in long-term securities, stocks or other investments?

A The allocation of the investments is geared to the working capital needs of the company and interest rates. With so many separate operating units worldwide, we have a high percentage of our investments on a short-term basis.

Currently, maturities are as follows:

Less than one year	73%
Three to five years	15%
Longer than five years	12%

Q Do you think the recent rise in prices for the U.S. leading economic indicators might signal a long-term rise in inflation in the near future?

A The recent rise in prices in the U.S. is attributed primarily to the spate of bad weather in February and March. This affected farm output and energy usage, which in turn caused a rise in the Consumer Price Index. Since utilization of industrial capacity is still well below the levels that trigger inflation, most economists feel the CPI will moderate in the months ahead and that inflation will "stay in the bottle." Politicians are nervous that the Federal Reserve Board might respond to the uptick in inflation with higher interest rates that could have a dampening effect on what is still weak economic growth.

Q For fiscal '92, what was the percentage of revenue that IDG accrued from each of its main divisions, i.e., publishing, training, books, research and shows and expositions? Are these percentages likely to vary in the coming years as the IT industry continues to evolve?

A For FY92, the breakdown of revenues from the principal operating groups of IDG was as follows:

Publishing	83%
Market research	9%
Books	1%
Training	2%
Expositions	5%

In FY93, the fastest growth segments are books, training and expositions. We expect these areas to continue to be the fastest growing segments as we expand our list of book titles, expand training courses worldwide, and expos as we continue to increase the number of shows and countries in which those shows are held.

Q When does the FY94 budget process begin?

A The FY94 budget process is already under way with preliminary plans due in June, follow up during July and final plans in place by the end of August.

Q What, if any, effect will the proposed health care reforms have on IDG employees?

A There have been many trial balloons on proposed changes in health care so it is not easy to envision how the final reform package will turn out. Several things are almost certain to be in the final package, the question is over how long a period the changes will be implemented as a result of the costs attached.

In an effort to reduce overall medical costs, the trend toward HMOs and PPOs (Preferred Provider Organizations) will accelerate due to their purchasing clout. Doctors and hospitals will sign up with these large provider organizations and in the end people will most likely have access to the same physicians and hospitals they now use.

IDG will most likely align with, as in the past, the leading HMOs and PPOs. Therefore, any changes should be transparent to our employees.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Jim Casella *InfoWorld* ☐ Liesbeth Ruoff IDC Netherlands

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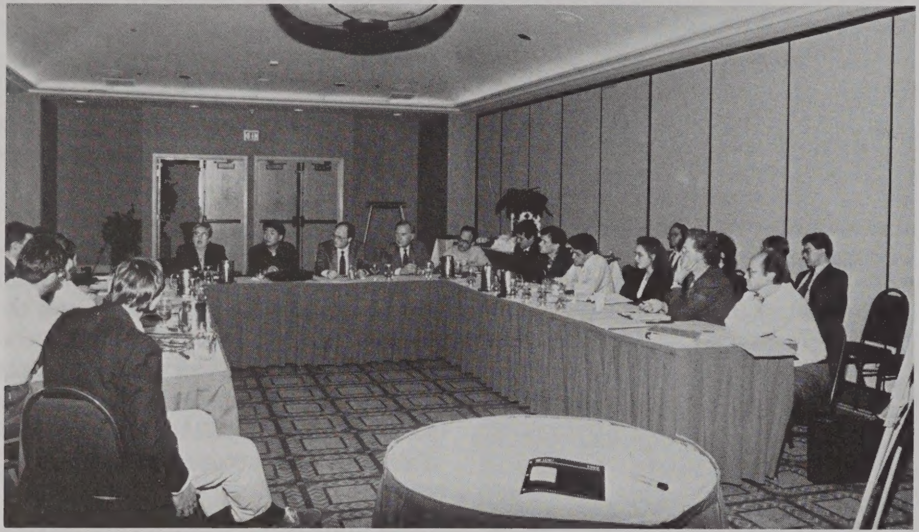
IDC analysts, clients share insights on PC research



IDC

IDC clients and analysts from around the world attended the second annual Worldwide PC Hardware Research Meeting held earlier this year in Santa Clara, Calif. Pictured above from left: John Gantz, Richard Zwetchkenbaum, Bruce Stephen, Shari Morewood, Ken Lim, Bruce Kubicka, Mark Norwood, Marcel Meili, Gianpierro Morbello, Marcel Warmerdam, J.P. Martinez, Fiona Macrae, Paul Pastrone, Rudolph Munde, Simon Pearce and Richardo Zermeno.

IDC recently gathered a group of worldwide analysts for its second annual Worldwide PC Hardware Research Meeting held in Santa Clara, Calif. Representatives from some of IDC's largest clients were also present, including managers from Apple Computer, Hewlett-Packard and Intel.

The goal was to offer a better understanding of how each international market operates within a worldwide context. During two days of discussion, attendees exchanged techniques for gathering data on technologies and marketplaces worldwide, presented regional market summaries and forecasts and explored ways to enhance global distribution of information.

The U.S. Personal Systems and Workgroup Applications Department, directed by **John Gantz**, coordinated the meeting. Attending were **Bruce Stephen**, **Richard Zwetchkenbaum** and **Brent Williams** (Personal Systems and Workgroup Applications); **Paul Pastrone** and **Eric Prothero** (International Market Research); **Andre Baul-Lewis**, **Terry Ernest-Jones**, **Fiona Macrae** and **Simon Pearce** (European Desktop Computing Group); **Klaus Leinoe** (IDC Scandinavia); **Marcel Meili** (IDC Switzerland); **Gianpierro Morbello** (IDC Italy); **Rudolph Munde** (IDC Germany); **Marcel Warmerdam** (IDC Benelux); **Davis Blair** (Asian Research Center); **Atsuo Ochi** (IDC Japan); **J.P. Martinez** (IDC Brazil); and **Richardo Zermeno** (IDC Mexico).

IDC clients present at the meeting included Ken Lim, corporate technology development manager and chief futurist, Apple Computer; Bruce Kubicka, North America market research, Intel; Mark Norwood, manager of corporate market research, Intel; and Shari Morwood, market information center manager, Hewlett-Packard.

PC World Expo

- FROM PAGE 1

Ulf Looks

Among the participants at PC World Expo's conference were (top, left) Peter Bayley, Edward O'Hara, Steve Ballmer. (Front) Bruno Didier, vice president/marketing, Compaq Europe; Bill McCracken.

strategic marketing at Lotus, discussed their investments in the distribution of information. In another seminar, McCracken and Bernard Auer, Compaq's vice president for Europe, spoke about product strategies and new channels of distribution.

Three other seminars were repeated daily and addressed integration and internal mail; a comparison of Microsoft Windows and IBM's OS/2; and a demonstration of the latest multimedia technology.

Svenska PC World reaped big dividends as a result of the expo, doubling its usual revenue and number of ads in the show issue, which also served as a show guide. All of IDG Sweden's publications combined gained 1,000 short-term subscriptions during the event, which the circulation staff hopes to convert to longer subscriptions.

IDG Sweden's book division did a brisk business at its booth, totaling approximately $20,000 in sales. One of the bestsellers was the "Dummies" series that was recently translated into Swedish.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, May 24, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

NATIONAL ACCOUNT DIRECTOR (IDG) - 2 Openings

These positions require a seasoned sales vetran to call on a selected group of IDG's top clients as part of IDG's Marketing Services Division. The 2 positions are located in Stamford, CT and San Francisco, CA. Experience in strategic salesmanship and the ability to effectively present IDG's world-wide product line required.

PAYROLL ADMINISTRATOR (IDG)

Reporting to the Payroll/Benefits Manager, the individual in this position will be responsible for Payroll and HRIS data entry as well as ad hoc reporting. Benefits administration experience helpful, specifically COBRA administration. Experience with ADP payroll system preferred; excellent customer service skills and ability to handle deadlines in a fast-paced, team environment required.

ASSISTANT TO THE VP OF HUMAN RESOURCES (IDG)

Working closely with the Vice President of Human Resources, this individual will be involved in budget management, conducting research, preparing presentations and providing administrative support. The qualified candidate will have a combination of Human Resources and administrative support experience, excellent communication skills, ability to manage multiple tasks, superb judgment, as well as PC and/or MAC skills.

SHOW MANAGER (WORLD EXPO)

This individual will be responsible for overall success of one or more shows, including: event strategy and P&L, operations, marketing, sales, conference development and registration. A background with computer industry expositions and UNIX helpful. The successful candidate will have knowledge of Lotus 1-2-3 and databases, strong interpersonal and management skills to interact with employees at all levels. Three to five years experience as a show manager necessary; travel required.

ACCOUNT MANAGER (WORLD EXPO)

The incumbent in this position will be responsible for selling exhibit space to prospects through telephone and in-person presentations. Specific requirements: have a basic understanding of and familiarity with the computer industry, read/attend trade publications/shows for market segment, cold call, qualify, sell and service accounts. The successful candidate will possess strong presentation and negotiation skills, be persistent and self-motivated. College education and a minimum of 1-3 years experience selling an intangible product desired. Trade show and/or advertising sales experience within the information technology industry preferred. Travel required.

EXHIBIT SERVICES COORDINATOR (WORLD EXPO)

Supporting the sales staff, this individual will administer correspondence and contract processing, invoice customers, maintain spreadsheets and master files. Strong telephone and interpersonal skills necessary. Working knowledge of Lotus 1-2-3 and database a must, as well as the ability to handle multiple tasks simultaneously. Travel required.

TEST/REVIEWS EDITOR (NETWORK WORLD)

Candidates should be able to manage multiple projects concurrently and work well with contributors. Editing experience is preferred as well as a diverse knowledge of the networking industry. This individual will be responsible for forging testing relationships, working with editors, readers and authors to devise test/evaluation methodologies, oversee test evaluations and edit articles.

ADVERTISING ACCOUNT COORDINATOR (NETWORK WORLD)

This individual will be responsible for all advertising operations within a designated sales area including the receipt, logging and processing of advertising sales orders, layout specifications and requirements for accounts, contract administration and billing. Heavy phone work dealing with clients and sales representatives. This person will also assist the Department manager with administrative reports and act as a backup for both Display and Classified coordinators. Individual must be detail-oriented, possess the ability to work under deadline pressure and juggle many tasks at once, as well as willingness to learn computer systems.

EXECUTIVE SUBSCRIPTION PROGRAM MANAGER (CIO)

Working in this newly created position within the Circulation Department, this person be responsible for prospecting and selling group subscriptions to create a vendor database. Prospecting will include cold calling and direct mail. The successful candidate will have a 4 year degree and extensive knowledge of *CIO Magazine.*

SENIOR ANALYST, MASS MARKET TELECOMMUNICATIONS (LINK RESOURCES)

Responsibilities include primary research to provide quantitative and qualitative analyses of the following markets: intelligent network services, messaging applications services, discount billing strategies and competition in the local exchange. This individual will provide capability to identify new and emerging technologies. Additional responsibilities include account management and sales marketing support. Strong writing and presentation skills as well as 3-5 years telecommunications industry experience required.

ADMINISTRATIVE ASSISTANT (PC WORLD)

Primary responsibility of this position will be to provide administrative and clerical support for two Sales Managers. Heavy clerical and administrative support which includes phones, word-processing, client contacts, filing and photocopying. The successful candidate will be highly organized and detail-oriented with excellent communication skills. Must be familiar with the IBM PC or compatible, specifically Word for Windows, Q&A and Excel. Minimum 1 year experience.

Job Opportunities

Revised: May 24, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Account Director	MSD, Stamford, CT	M. Cornetta	(508)935-4734
IDG	National Account Director	MSD, San Francisco, CA	M. Cornetta	(508)935-4734
IDG	Payroll Administrator	Framingham, MA	D. Sobin	(508)935-4410
IDG	Assistant to the VP of HR	Framingham, MA	L. Connolly	(508)935-4791
IDG	Junior Research Analyst	Research Srvcs., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6420
IDG	Computer Operator- 2nd Shift	Framingham, MA	E. Bocko	(508)935-4704
IDG	Human Resource Rep.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
IDG	IS Support Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG/NG	Business Administrator	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Show Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)935-4407
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Advertising Account Coord.	Framingham, MA	K. Wallace	(508)820-7457
NWW	Sales Assistant - P/T	Irvine, CA	K. Schackel	(415)928-3589
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Marketing Specialist	Boston, MA	E. Bocko	(508)935-4704
CIO	Manager - Exec. Subs. Prog.	*CIO Magazine*, Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	*CIO Magazine*, Framingham, MA	L. McCreary	(508)935-4618
CIO	Design Associate	*CIO Magazine*, Framingham, MA	E. Bocko	(508)935-4704
A+	Assistant Editor, Production	*MacComputing*, Peterborough, NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
IDC/G	Research Director	IDC Government, Vienna, VA	E. Bocko	(508)935-4704
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
IW	Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Business Manager	San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)572-7341
PCW	Administrative Assistant	*PC World*, Natick, MA	E. Sanderson	(508)820-0440 x400
PCW	Summer Intern	*PC World*, San Francisco, CA	R. Furger	(415)978-3219
PCW	Associate Editor	*PC World*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Marketing Programs Coord.	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Market Development Manager	*Multimedia World*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Associate Publisher	*Multimedia World*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Director of Marketing	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Project Coordinator	Integrated Media, San Francisco, CA	C. Learned	(415)974-7444
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Assistant Production Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

MacComputing

- FROM PAGE 1

Communications. "*MacComputing* complements MW Communications' commitment to provide specific information for targeted market segments of Mac owners and users who are eager to maximize the value of their technological investments. Whereas *Macworld* is the No. 1 source for business and professional users of Apple computers, *MacComputing* gives us an opportunity to reach other Mac markets."

Martin named **Paul Boulé**, president of A+ Publishing, Inc. in Peterborough, N.H., to head up the project. National Advertising Director **Sanford L. Fibish** announced the following account managers: **Bill Thompson**, formerly with *Macworld*, Southeast and Midwest territories; **Kevin Gasper**, formerly with *PCGames* and *inCider/A+*, Northeast; and **Scott Searles**, formerly with *Publish*, Southwest. A manager for the Northwest territory has not yet been named.

"The *Macworld* sales team was an important factor in making the *Mac-Computing* special issue such a success," Fibish said. "We all look forward to continued synergy between the *Macworld* and *MacComputing* sales teams in creating the most dynamic Mac network in the industry."

Mac Computing
The Personal Macintosh® Resource

EDITORIAL STAFF IN PLACE

The editorial staff responsible for the pilot issue will continue in that role, including Executive Editor **Eileen Terrill**, Reviews Editor **Paul Statt** and Editorial Assistant **Janet Cote**. Kennedy has named **Owen Linzmayer** as West Coast editor and **Kelly E. Sewell**, formerly assistant to the features editor at *Computerworld*, as features editor.

Art Director **Jim Fletcher** said *MacComputing*'s layout will follow the user-friendly editorial slant, including a monthly cartoon and two hands-on, step-by-step pictorial projects.

"The two years we invested in researching and developing *MacComputing* were rewarded with tremendous support from the advertising community," said Boulé. "*Mac-Computing* and *Macworld* give Macworld Communications, Inc. complementary and complete coverage of the diverging markets for Macintosh computers by providing editorially targeted vehicles for advertisers to reach the segment of the market that best fits their products and services."

MacComputing will launch with a circulation of 100,000, said Director of Operations and Circulation **Megan Lane**. "Besides national newsstand distribution through Warner Publisher Services, circulation plans include direct mail and continued programs with Apple Computer."

"We are anxious to tabulate the results of the survey that is bound into the pilot issue to find out more about our readers. We've received more than 1,600 responses in the first two weeks," remarked Marketing Director **Peg Brown**. In a follow up telephone survey, readers will be asked if the editorial content of *MacComputring* is meeting their needs and expectations. "**Gary Rocchio**, [vice president of research for Macworld Communications], has been our research guru and will be involved with future surveys for *MacComputing*," Brown added.

Bob Farmer rejoins IDG board

Bob Farmer, IDG's vice chairman until he took a leave of absence to become treasurer of Bill Clinton's presidential campaign, has been named chairman of the board of trustees of the Democratic Party by the Clinton administration.

Farmer has relocated his office to Washington, D.C., and due to his new relationship to the administration, has found it necessary to resign from his full-time position at IDG as vice chairman. He has instead rejoined IDG's board of directors and will serve as a consultant to IDG.

In his new position, Farmer will assist the administration in gathering information and advice on key national issues from the members of the board of trustees who represent a broad cross-section of leading supporters of the Democratic Party during the recent presidential campaign.

An associate of President Clinton's since the mid-1980s, Farmer has been a guest on Air Force One, played golf with the President and had frequent lunches at the White House mess.

Farmer has also been named as co-chair of fundraising for the Health Care Reform Act to further the health care agenda of the Clinton administration. In addition, he will assume the chairmanship of GEC/Alsthom International, a global company not competitive with IDG.

PCGames heads West once again

With the launch of *MacComputing*, the A+ Publishing staff is focusing on the Macintosh market, and the responsibility for publishing *PCGames* has been transferred to Infotainment World.

The diversification and growth in the entertainment market will reinforce IDG's strong position in covering this highly targeted segment of the market — the adult game player, according to A+ Publishing President Paul Boulé.

"The A+ Publishing staff is proud to return *PCGames* to California and wishes continued success to Infotainment World. There's so much going on in that marketplace, with new directions and opportunities, it's a great fit with *GamePro*," said Boulé.

***PCGames* was originally published in Peterborough, but following IDG's acquisition of *GamePro*, was moved to the West Coast. In 1990, it returned to Peterborough where A+ Publishing built it into the profitable publication it is today.**

Noteworthy!

NEW EMPLOYEES

Lawrence Macworld

Linda Lawrence has been appointed market research manager at *Macworld*. She'll be working with management and most departments to conduct research and analyze research and data from other sources. Linda was most recently in Hong Kong working as associate director of the research firm Frank Small and Associates. She has a BA in history from Hillsdale College and studied composition at the Juilliard School. Linda serves on the boards of several figure skating associations and enjoys reading and bird watching in her free time.

Also at *Macworld*, **Angelina Beitia** has signed on as circulation director, overseeing all circulation and circulation marketing activities. Angelina comes to IDG from *Parents* magazine where she spent two years, first as subscription manager and later associate circulation director. Angelina has a BA in business administration and communications from Lewis and Clark College and is a wine enthusiast, runner and hiker.

■ ■ ■

Corbin Collins' recent job shift has taken him from one era to another, having left his post as a copywriter at "the late Sears catalog" to become a copy editor at IDG Books in Indianapolis. Corbin has a BA in English from Indiana University and an MA in English from Northwestern University. In his spare time, he enjoys gardening, writing, reading and eating.

■ ■ ■

Rick Raymo is an associate editor at Infotainment World, primarily writing reviews and sports- and game-related articles for *SegaVisions* magazine. He previously freelanced as a computer game critic for *GamePro* and other publications. Rick is a U.S. Navy veteran and served in Beirut and Grenada. He admits to being a "techno-junkie" and a hockey fan and is in the midst of completing his first fantasy novel.

Another associate editor, **Matthew Taylor** of *GamePro*, rejoins Infotainment World after working as a marketing specialist at Strategic Simulations, Inc. Previously a technical associate at *GamePro*, Matthew will now be writing, editing and contributing to creative projects focusing on the electronic entertainment software industry. He is planning to pursue a BA in English and enjoys playing tennis in his free time.

■ ■ ■

PC World Online's staff has grown to three with the addition of Online Systems Administrator **Dennis Sheridan**, who is managing the program on both CompuServe and America Online. He was previously a PC and management consultant and worked on the installation of PCs, networks and E-mail systems for various companies; he also served as a sys op for PC World Online. Outside the office Dennis confesses to being a "bridge addict" and enjoys spending time with his family and learning about telecommunications issues.

■ ■ ■

Tucker World Update

PC World Lotus Edition's Lotus Alliance Products Division welcomes **Elizabeth Tucker** as marketing director for conferences. She previously owned her own marketing consulting company and before that managed the marketing of Stratus Computer's worldwide trade shows and events. Beth has a BS in education from Worcester State College and outside the office enjoys going to concerts and the theater, entertaining and all beach activities.

WEC program focuses on corporate values

WEC Conference Planner **Theresa Coffey** is the first quarterly winner of WEC's new employee recognition program. The Corporate Value Achiever Program (CVA), was instituted in January to recognize and reward individuals whose performance exemplifies IDG's 10 corporate values.

Coffey WEC

All full- and part-time WEC employees and contract labor employees with a minimum of three months of service are eligible to be nominated.

"The program aims to reinforce the values that we strive to achieve and recognizes those employees who demonstrate outstanding efforts," said WEC President **Jim Povec**. "I salute Theresa for her innovative ideas and determination."

Excerpts from the nominations Theresa received included comments such as "she values the input and contributions from all staff, she is always smiling and accessible to anyone needing help, has constantly been innovative, is committed and driven to explore new ideas and adapts quickly to changing needs."

A selection committee appointed by lottery reviewed the nominations. Director of Human Resources **Susan Perry** moderated the panel consisting of Povec, Object World Marketing Account Manager **Christine Krajewski** and Enterprise '93 Conference Manager **Pat Haberstroh.**

In recognition of her achievements, Theresa received a crystal globe with the corporate values engraved, a certificate, $500 and a garage parking space for three months. She will also be part of the selection committee for the second-quarter CVA program.

WEC's DeCristoforo celebrates 10 years

World Update

IDG Chairman Pat McGovern pins the corsage before hosting Mary DeCristoforo for lunch at the Ritz-Carlton in Boston.

Mary DeCristoforo began her IDG career in April 1983 as an editorial assistant at *Computerworld.* She was hired as assistant to the international director at IMS in 1985 and moved over to World Expo as conference administrator in 1987. She was promoted to her current job as senior conference planner in 1991.

Mary is responsible for making all the arrangements for the conference programs at the U.S. Object World events and takes on additional assistant show manager responsibilities as well, including planning audio-visual productions, helping with marketing and various special events such as awards and book signings. She is also involved in Object World events outside the U.S. Multimedia is Mary's newest passion, an interest first cultivated during her participation in the CD-ROM Expo show.

Known to others as "a great motivator," Mary is also "an asset to any team and committed to World Expo and its growing success," said Conference Director Janet Morita.

Mary has an associate's degree in business administration from Dean Junior College and has earned several certificates from the Meeting Planning Association. She lives in Framingham with her four-year-old daughter Alicia and makes time for reading poetry, gardening and working out.

Chairman's Achiever Award winners named for second quarter

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated as Chairman's Achievers during the quarter. They have been picked by the selection committee for displaying extraordinary creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive an engraved clock or a plaque.

Winner

Marco Bertolotti, sales agent, IDG Italy

Runner up

Moira Gillis, assistant art director, *CIO*

Runner up

CW Classified Operations Team, CW Product Classified Sales Team
Paul Bonarrigo, Tammy Gryniewicz, Derek Hulitzky, Jay Savell, Rick Buroni, Cindy Delany, Jay Novack, Colleen Garland, Peter Kelly, Judy Schultz, Ted McNulty

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Colleen Garland - Computerworld

SEVEN YEARS

Felicity O'Meara - Macworld
Bob Ostrow - PC World

SIX YEARS

Michael Deutsch - IDC
Pat Powers - Computerworld

FIVE YEARS

Hae Yuon Kim - Macworld
Bruce Buckman - IDG New Zealand
Colette Cornish - PC World

FOUR YEARS

Eric Cormier - IDG
Gary Byrne - International News Group
Anthony Doesberg - IDG New Zealand

THREE YEARS

Mandy Tse-Wong - IDG
Judith Mallman - InfoWorld
Christina Ridge - InfoWorld
Robert Schonfisch - InfoWorld
Gerardine McKeon - IDC U.K.

TWO YEARS

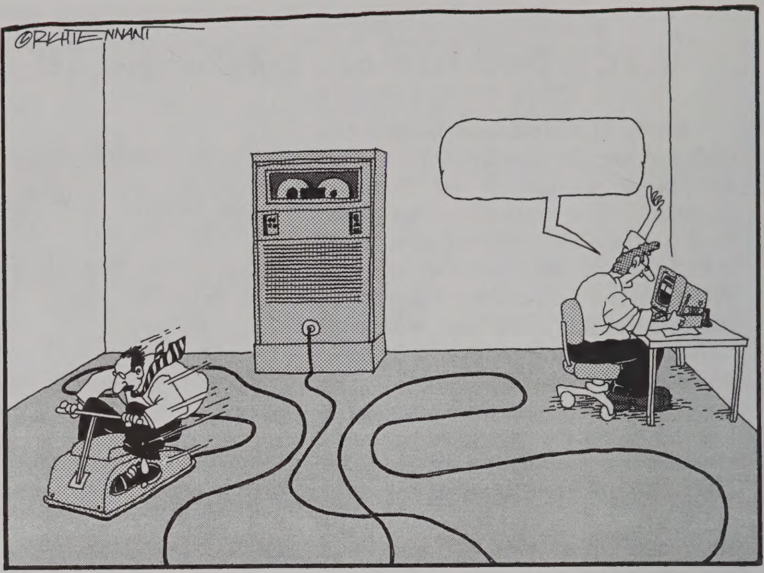
Michael Timons - IDC
Marcel Forte - Macworld
Hiroko Kusakabe - Macworld Japan

ONE YEAR

Teri Bennett - PC World
Gary Palmer - InfoWorld
Jacob Buhl Jensen - IDG Denmark

Off line

Congratulations to all our enthusiastic caption contributors. Winner Mark Calvanico will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The Fifth Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.



"Once more around the room and we'll have the cursor at the top of the page."

- Marc Calvanico, *InfoWorld*

"Stop! Double-click!" (The climactic scene from *Of Mice and Mainframes*)

- David Kellar, Tokyo correspondent, IDG News Service

"Bingo! Tell Mr. Gerstner we've got a new application for the mainframe."

- Marcy Dill, *CIO*

"That's right, sir. We fired the hamsters. We're running on Murray power now."

- Jason Muscat, Integrated Media

A scene from *A Silicon Cowboy*: "And here we have Jimmy O'Reilly on Bullet 686...outta the chute...and away he goes!"

- Gary Palmer, *InfoWorld*

"So Larry, should we get you a trackball instead of a mouse?"

- Brent Williams, IDC West

"Andy, if you would please stop buffing the carpet I might actually win this Tetris game."

- Paul Smith, *InfoWorld*

"That completes 25 laps. Come into the pits for a ball change."

- John Blair, IDC Australia

"Gadzooks! The Turbo Mouse works!"

- Nancy Kruse Hannigan, IDC

IDG *World Update*

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David F. Hill

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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Peg Brown, A+ Publishing
Mats Eriksson, IDG Sweden
Mary Dolaher, IDG HQ
Hugo Hsiung, IDG HQ
Joanne Hoffman, Macworld
Lee Doyle, PC World
Mette Lautraup, IDG Denmark
Rachel Winett, WEC

GamePro heads up U.S. computer magazine bestseller list

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Saiman says: IDC China/Hong Kong's director goes On line

- PAGE 3

U.S. circulation directors explore cooperative ventures

- PAGE 5

IDG World Update

VOLUME 23, NUMBER 22

MAY 31, 1993

CW, PCW titles debut in Portugal

Two Portuguese publications have joined the growing IDG family of more than 194 publications worldwide. *Cerebro* and *Correio Informatico*, two of Portugal's leading IT periodicals, will appear in June as *Cerebro/PC World* and *Correio Informatico/Computerworld*. Both are published by Lisbon-based Socedite Sociedada Editorial Lda.

According to **Tim Clarke**, vice president of licensing for IDG, "Socedite's well-established presence and reputation for publishing quality IT publications is a real advantage. The combination of their well-earned reputation and the clout that the tie with IDG will provide should help ensure their continuing success in this burgeoning market."

Cerebro, launched in 1982, is Portugal's oldest computer magazine. According to **Antonio Falcao**, editor-in-chief of the monthly *Cerebro/PC World*, the publication will have an initial circulation of approximately 12,000 copies. Published on glossy, high-quality stock, each issue currently averages 68 pages. Falcao noted that the publication will likely comprise

-SEE PAGE 4

IDG Shenzhen launches region's first notebook exposition

'93
International Notebook Computer & Perpherals Expo '93
开幕仪式
CORTAN INFORMATION
INTERNATIONAL

IDG Shenzhen

Pat McGovern and Hugo Hsiung (center) were joined by Zhou Muchang, president of the Center of Computer and Electronics Information(l); Zhu Yue Ning, vice mayor of Shenzhen; and Guo Cheng Zhong, deputy director of MEI's computer department at the exposition's ribbon-cutting ceremony.

Still six months shy of its first birthday, IDG Shenzhen is nevertheless establishing itself as a major player in the local market. Last month, the company staged China's first International Notebook Computer and Peripherals Exposition, an extremely successful event that drew some 40,000 attendees to Shenzhen's Science Hall where an international array of vendors were on hand to demonstrate their latest wares.

Organized by IDG Shenzhen's trade show group in just under three months, the five-day show featured a conference program, focused on China's portable computer market and the country's strategy for developing this market segment, as well as

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In brief

PCW takes home DESI Awards

PC World collected six DESI Awards for graphic design from *USA* magazine. In the illustration category, the articles cited were "Accounting Software," (Oct. '92) designed by **Tim Luddy** and art directed by **Greg Silva**; "Wireless LANs" (Sept. '92 *PCW Lotus Edition*), designed by **Lauren Guerin** and art directed by **Robert Kanes**; "Time Managers" (Aug. '92), art directed by Silva; and "Market Share" (Dec. '92 *Lotus Edition)*, designed by a free-lance artist. "Windows 3.1," (Nov. '92), designed by Guerin and art directed by Silva, was cited for editorial design. "Portable Hard Drives" (Sept. '92), art directed by Silva, won in the photography in design category.

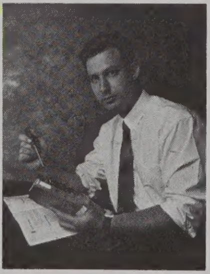
PCW goes online with CompuServe

PC World recently announced that its 1-year-old PC World Online information service, currently available through America Online, is now accessible to the 1.3 million worldwide users of CompuServe.

PC World Online provides subscribers with electronic access to _PC World_'s current issue, key searches of previous issues, a forum for users to converse with _PCW_ editors, an extensive shareware library and a means for ordering _PCW_ subscriptions.

Noted _PC World_ Publisher Rich Marino, "Tens of thousands of PC users go online for _PC World_ editorial and other services today. This major step should more than double the size of our on-line audience and put _PC World_ on the cutting edge of technology publishing."

New Zealand PCW writer honored

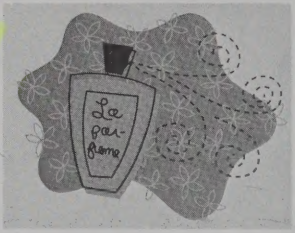

Keall IDG New Zealand

Chris Keall, staff writer at *New Zealand PC World*, recently became the first person to be honored for computer writing by the Qantas New Zealand Media Awards. Now in its 20th year, this is the first year the Qantas Awards have recognized IT as a discrete category. Keall took home top honors for Best Computer Feature for an article on bulletin boards, which appeared in the May 1992 issue of *PC World.*

"Chris Keall's feature on bulletin boards in *PC World* dealt with a commonly reported topic yet in a highly readable and useful manner," noted Qantas Awards judge Ben Sandilands of *The Bulletin*, Australia's oldest and well-respected weekly news magazine. Sandilands also said he was profoundly impressed by the hard-edge skill of the writers who entered the competition and the apparent editorial courage and integrity of their publications.

The 1992 competiton attracted 665 entries. The Qantas Awards cover numerous categories in print, television and radio.

CW designer's illustration selected for Freehand feature



Janell Genovese, graphic designer at *Computerworld*, recently became one of only 10 artists to have an illustration featured in *Aldus Magazine*'s Gallery section. The May feature showcased the various ways artists employ Aldus Corp.'s Freehand drawing program to create "pure" illustrations. The works selected to appear in the magazine were judged both "aesthetically pleasing and conceptually strong." The same feature also included an illustration by free-lance illustrator Steve Musgrave, which was first published in *Computerworld* with art direction by Genovese.

GamePro tops list of best-selling computer magazines in U.S.

According to figures supplied by the Audit Bureau of Circulation (ABC), _GamePro_ was the best-selling computer magazine in the U.S. during the second half of 1992.

GamePro's revenue of $5.2 million was 6% ahead of _PC Magazine_, the second place finisher. Because of _GamePro_'s premium cover price, $4.95, it was the most profitable computer magazine on U.S. newsstands, according to _Magazine and Booksellers_ .

According to the ABC report, the top-selling computer magazines in single-copy sales from July through December 1992 were:

Title	Total Sales (in thousands)
GamePro	$5,220
PC Magazine	4,924
Computer Shopper	4,912
Byte	2,920
PC World	2,807
PC Computing	2,536
Macworld	2,106
MacUser	1,639
PC Sources	1,559
Compute	777
AmigaWorld	773

This marks the first time _GamePro_ has earned the No. 1 position.

Magazine and Booksellers also ranks _GamePro_ as No. 53 among all consumer magazines according to retail sales. Infotainment World President Pat Ferrell said he expects _GamePro_ to break into the top 50 next year.

On line

ASK SAIMAN

IDC China/HK at a glance

- **Saiman Hui**, managing director
- Founded in Hong Kong in 1982, opened Beijing division in December 1992
- Staff: 7 in Hong Kong, 4 in Beijing
- *China Informatics* and *Hong Kong IT Focus* newsletters, multiclient reports, vendor and user surveys, customized studies and continuous information services
- Record month in April: 97% over plan in revenue and year-to-date profit growth is 150% over plan.

Q How does your office interact with other IDG publishing and research operations in the region?

A We supply Asia Computerworld Communications (ACC) in Hong Kong with information from *China Informatics* for the regular "China Watch" column in *CW Hong Kong*. In return, ACC offers us free advertising space for running ads or distributing leaflet inserts to promote IDC briefing sessions and other products.

For the past decade, our office has been acting as one of *China Computerworld*'s (*CCW*) major agents in Hong Kong to sell advertising space. Vendors rely on us to get good placements in a very short period of time, and our *CCW* advertising colleagues in Beijing always try their best to satisfy our clients' urgent requests for ad space. When *CCW* and its sister weekly, *Electronics International*, come to Hong Kong to participate in computer shows, we send our staff to help take care of their booths.

In Hong Kong we share the same office with the Asian Research Center (ARC), which was set up in September 1990 and has a staff of eight. In addition to what we have been doing for the PRC and Hong Kong markets, we also handle local market research and surveys for ARC's Pacific Planning Service, multiclient studies and some of ARC's regional research projects. We have also occasionally worked with IDC Japan, IDC Australia and IDC Framingham's international service on customized research projects.

Q To what extent has the Chinese IT market been growing during the past few years and what does this growth mean for IDC and the global IT industry?

A China is still a developing country and lags far behind advanced countries in terms of IT industry and market. Deng Xiaoping's open door policy since 1980 has much narrowed this gap. Computer applications have penetrated almost every sector of the economy. By the end of 1992, China had a total installed base of 11,000 multiuser computer systems and more than one million PCs. The IT market size in 1992 is estimated to be U.S.$1.25 billion, about 20 times larger than what it was in 1980. As China's economy continues to improve, the demand for IT products is growing rapidly. Consensus is that China will become a leading player and the largest IT market in the world in the next century. [IDG Chairman] Pat McGovern anticipated this growth when he opened the IDC office in Hong Kong in '82 and asked us to lay a solid foundation to be able to provide strategic information to clients eager to open up the China market.

Q Can you offer a few highlights from your recent report on the PC market in China?

A PCs comprise the most active sector of China's computer market. The 1992 total shipments were 190,000, valued at U.S.$439.1 million. Foreign-made PCs accounted for 60% in both unit shipments and shipment value. The major foreign vendors are AST and Compaq, which took 26.9% and 18.5% market shares by value, respectively, Among the domestic vendors, Great Wall Group and Legend Group had 11.2% and 6.5% market share by value, respectively.

IDC predicts that China's PC market will maintain a high growth rate in unit shipments and in value of shipments for the rest of the decade. Annual PC shipments will reach 400,000 in 1995 and over one million in 2000. The year-end installed base in 2000 will be 5.6 million PCs in China.

Q What's your projection on what effect Hong Kong's return to China in 1997 will have on the region's IT industry?

A I believe Hong Kong will maintain its stability and prosperity and continue to be one of the world's financial, shipping and trading centers, as well as the telecommunications hub for the Asian/Pacific region. In addition to the consideration of gaining financial and economic benefits, China needs to keep Hong Kong as it is, if not to make it better, to prove to the world that the "one country, two systems" concept is workable not only for Hong Kong, but also for Macao and Taiwan in the future.

Hong Kong's success today to a great extend depends on China's economic growth as a result of Deng Xiaoping's open policy and economic reform. Hong Kong's three main industries — textiles, toys and electronics — have moved almost all the labor-intensive divisions to the nearby Pearl River delta area in China and rely on over three million workers to make Hong Kong one of the world's biggest suppliers of these products. People are already talking about the greater China economic ring of South China, Hong Kong and Taiwan becoming the world's fastest growing economic region by the turn of the century. This outlook will definitely have strong effect on the IT industry. The combination of China's human resources, Taiwan's capital funds and Hong Kong's trading skills will make this greater China economic ring one of the world's production bases for IT products.

Shenzhen

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a show floor boasting a lineup of vendors from around the world including the U.S., Taiwan, Hong Kong and Singapore. Chinese software developers, working with overseas partners to localize popular software programs, were also well represented.

"This was by far the most impressive and successful show Shenzhen has seen," noted Zhu Yue Ning, vice mayor of Shenzhen in charge of science and technology development. Zhu, along with Guo Cheng Zhong, deputy director of the computer department of China's Ministry of Electronics Industry (MEI), were on hand for the opening ceremonies.

In addition to the staff of IDG Shenzhen, also in attendance were IDG Chairman **Pat McGovern**, IDG's Director for Asia Business Development **Hugo Hsiung** and representatives from *China Computerworld*, *PC World China*, *Electronics International*, IDG Hi-Tech Co. and IDC China/Hong Kong.

Pat McGovern meets with new leader of China's electronics industry

IDG Shenzhen

During his meeting with China's Electronics Industry Minister Hu Qili, Pat McGovern outlined IDG's plans for future expansion in the country.

IDG Chairman Pat McGovern recently became the first foreign executive to meet with the new leader of China's Ministry of Electronics Industry (MEI).

Following IDG Shenzhen's International Notebook Computer and Peripherals Exposition, McGovern traveled to Beijing to meet with Minister Hu Qili. Minister Hu, who assumed the top spot following a government restructuring in early April that separated the MEI from the Ministry of Machinery, briefed McGovern and IDG Director of Asia Business Development Hugo Hsiung on China's IT agenda. He had high praise for IDG's activities in China to date, noting the significant contribution the company has made to the health and development of China's electronics and computer industry, and offered support for IDG's plans to expand its business in the country.

***China Computerworld* has been published as a joint venture with the MEI since 1980, making IDG the ministry's most long-standing foreign partner.**

Portugal

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Socedite

From left: Fernando Mendes; Luis Lopes, editorial manager at Socedite; and Antonio Falcao.

approximately 60% IDG-generated editorial material. The staff is already working with *PC World* Business Manager **Scott Danish** to tie into the U.S. publication's digital audio tape system that is used to distribute both text and graphics to sister publications worldwide.

Correio Informatico/Computerworld is a bi-weekly tabloid with an audience roughly equal to that of *Cerebro/PC World*, said Editor-in-Chief **Fernando Mendes.** The publication plans to incorporate IDG material into approximately 30% of its pages, Mendes said.

"Portugal's IT market is growing at an annual rate of more than 10%, a much stronger rate than that found in most other European countries," said IDG Chairman **Pat McGovern.** "With such growth, there is a real need for better access to this market by the global information technology industry."

"With financial support from the European Community, Portugal's IT market has really grown and undergone change in the past few years," noted Falcao. "We are delighted to be working with IDG in order to provide the community with access to the information it needs."

In addition to *Cerebro/PC World* and *Correio Informatico/Computerworld*, Socedite also publishes an annual software and hardware directory for the Portuguese market.

IDG HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY

MAY 1993

HR services help employees balance personal, career issues

by Gloria Lodge
Human Resources Director, IDG Peterborough

Lou was sitting in the weekly management team meeting, but his mind was not on the meeting. Lou's father was being released from the hospital at the end of the week. His dad had a stroke a month ago and was no longer able to care for himself. He would be staying with Lou until Lou could find a long-term care facility. Lou is an only child and lives alone. Where could he turn?

The board meeting had just begun when Carole saw a colleague appear at the door and motion to her. Carole's day care provider had called to say that Patrick, Carole's 2-year-old son, had a fever of 102 and had to be removed from the center immediately. Carole's husband was out of town on business and her in-laws lived 45 minutes away. She had to be in this meeting because her staff was proposing a new acquisition. What could she do?

Barbara's final exam in economics was to begin at 6:00, and that left her just an hour to commute into Boston, park and get to class. She'd been working on her MBA for a year and it would be good to get this exam over with. Just then, her manager walked into her office with a large stack of files and mentioned something about having to rerun the numbers for next year's budget because circulation projections had changed. This was at least a four- or five-hour task, and her manager needed the numbers by 9:00 am the next day. What was she going to do?

Lou, Carole and Barbara are confronting challenges that face millions of American workers — balancing careers with personal lives. As **Tom Miller**, vice president of research for LINK Resources, states in the Long Range Planning report chaired by Vice President of Human Resources **Martha Stephens**, "How Technology is Changing our Ways of Working," "Change is the hallmark of the 1990s, and Alvin Toffler and others have predicted that the rate of change will accelerate *throughout the decade* into the next. Rapid change challenges planners to master contingencies. At the heart of contingency planning is the need for *flexibility*."

In today's changing environment, dual-

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Did you know ???

by Tom Mathews
Director, Compensation and Benefits

Did you know that you and your eligible dependents may use the Employee Assistance Program (EAP)?

The EAP is a confidential counselling service, provided by an outside vendor of IDG as part of the benefits program. The EAP is available to IDG employees as well as their spouses and other eligible dependents.

You are not charged any fees for using the EAP service. EAP provides IDG with eligible employee utilization percentage information, but no information regarding specific employee issues, therefore your concerns are completely confidential.

EAP counselors are trained in various specialities ranging from stress, depression and substance abuse to marital and family issues. Assistance is also available to help employees locate appropriate legal and financial resources. If, after working with a counselor, you both agree that additional professional help is necessary, your EAP

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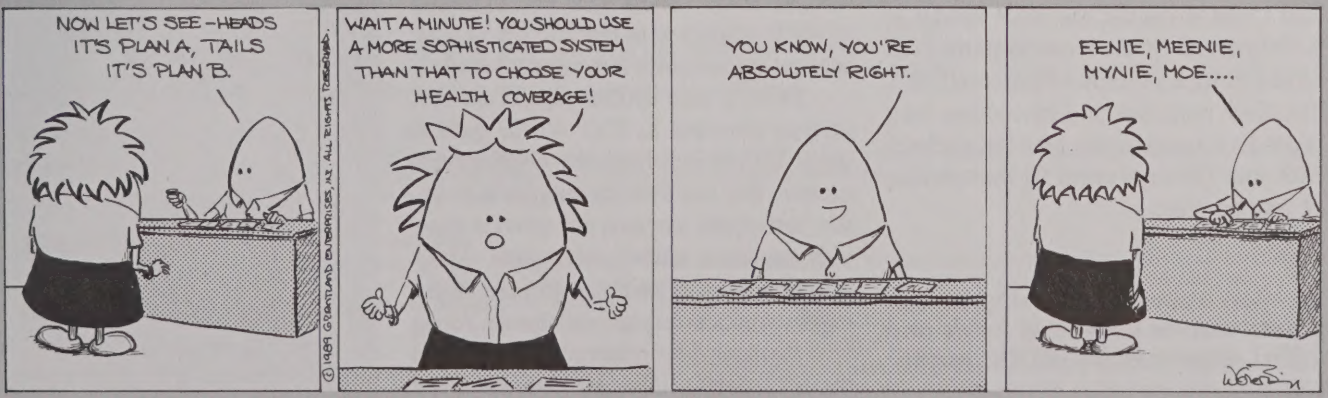
Remember...

It's open enrollment time! If you want to change your health care plan, please notify your HR representative by June 11.


NOW LET'S SEE—HEADS IT'S PLAN A, TAILS IT'S PLAN B.
WAIT A MINUTE! YOU SHOULD USE A MORE SOPHISTICATED SYSTEM THAN THAT TO CHOOSE YOUR HEALTH COVERAGE!
© 1989 GRANTLAND ENTERPRISES, INC. ALL RIGHTS RESERVED.
YOU KNOW, YOU'RE ABSOLUTELY RIGHT.
EENIE, MEENIE, MYNIE, MOE....
Wetherbee

HR Services

- FROM FRONT

career and dual-income families are the norm. Gone are the days when Ward went off to work while June stayed home to bake cookies for Wally and the Beave. In fact, less than 12% of today's work force represent this traditional family structure. Gone, too, are the days when everyone's work day began at 9:00 and ended at 5:00.

MANAGING WORK AND HOME

How are IDG and its employees managing this balancing act? Employee Assistance Programs (EAP) are available at most business units. An EAP is provided by an outside vendor to counsel and train employees and their family members at little or no cost to the employee. Employees can contact the EAP confidentially to schedule a meeting and discuss an issue, such as balancing family and work life. The EAP provider works with employees or their families by providing counseling or suggesting services and sources of information to help them effectively deal with their concerns.

Several IDG companies have also contracted with day care referral services that provide assistance to employees looking for child or elder care. These centers help employees find day care providers, assist with parenting issues through brochures, newsletters and classes, or provide a network of other parents who may be dealing with similar issues.

Some departments of IDG offer flexible work arrangements to allow people to deal with personal responsibilities such as family or school. Depending upon the job and department, employees can work a flexible or less-than-full time schedule. The Long Range Planning report mentioned earlier showed that "one-quarter to one-third of IDG's employees [who responded to a survey] frequently work away from their physical office location. IDG can continue meeting the needs of all its employees by supplying managers and employees with resources that will enable them to maximize alternative work arrangements." Likewise, equipped with laptops, modems, fax machines and cellular phones, employees can effectively meet IDG's business needs.

The Family Care Leave Act, which will go into effect this August, was signed by President Clinton in February 1993. This legislation allows for up to a 12-week job-protected leave of absence. IDG has had a Family Care Leave policy in place for about 1 1/2 years. IDG's policy allows employees to take an unpaid leave of absence for up to 16 weeks within a two-year period to care for an immediate family member. Qualifying circumstances include caring for a newborn or adopted child or a seriously ill family member. The important thing to keep in mind is that there are ways to deal with balancing personal and family issues. As employers and employees, we have to keep thinking creatively to arrive at innovative but workable solutions. These alternative work schedules are only a few of the many ways IDG is working together with you to meet today's complex work/personal needs.

So what happened to Lou, Carole and Barbara? Lou contacted his EAP and discovered nursing care was available to help him care for his father. He also coordinated his schedule with his manager where he worked at home part of the week. Carole called a friend who worked part-time and asked her to care for her son until Carole could finish her work at the board meeting. Barbara borrowed a laptop computer from her department. She worked at home that night after her exam, and went to work at 7:00 the next morning. Barbara was able to complete the project for her manager before the 9:00 a.m. deadline.

"Research shows that most managers who were skeptical in the beginning about implementing a flexible work environment were pleasantly surprised how well employees responded to their new 'responsibility'. Additionally, respect and trust between employee and manager were typically enhanced. Trust is a condition based upon experience. The only way to establish the trust necessary for a successful alternative working arrangement is to have the experience. Let's try it!"

- 1993 Long Range Planning Report

Did You Know???

- FROM FRONT

counselor will refer you to a specialist in your community.

In Peterborough, N.H., the EAP vendor is Hampshire Associates; for most other East Coast divisions, the EAP vendor is EAP Systems. On the West Coast, the EAP vendor is Employee Health Programs (EHP). The EAP programs and procedures vary depending on geographic location, so check with your HR department for the specifics of your program.

Did you know that Fidelity Investments waives both fund loads and 12b-1 expenses for 401(k) participants?

As a participant in the IDG 401(k) Plan, you are not subject to the standard mutual fund fees and expenses you would normally pay if you were to walk in off the street and open a personal investment account. Fidelity waives the loads, 12b-1 expenses (up front and deferred sales charges) and redemption fees for its institutional clients such as IDG. These fees and expenses typically amount to as much as 8% of your account balance with some mutual funds.

There is also another significant cost savings provided to IDG 401(k) participants: IDG entirely funds the 401(k) administrative fees that Fidelity charges to maintain participant accounts and provide quarterly employee account statements. Many 401(k) plans charge at least a portion of these expenses back to the plan participants. Along with the many other reasons to participate in the IDG 401(k), these are two additional advantages that can amount to significant savings for you.

HR Update

Coordinator
Kelly Lynch

Editors
Patricia Smith
Penny Winn

Contributing Writers
Gloria Lodge, Tom Mathews

HR Update is a cooperative effort between the IDG HR Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA 01701; fax: (508)935-4600.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, June 1, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, brief summary highlighting the responsibilities and qualifications will be included.*

SALES OPERATIONS ANALYST (IDG)

This is a new opening in IDG's Marketing Services Division, located in the MSD office in San Francisco. Responsibilities include monitoring and updating the MAP database, billing of MAP customers, generating reports to support MSD sales effort and assisting with the tracking and coordinating required to produce MAP contracts. Applicants should possess 1-3 years of experience and a 4 year degree. Qualities of a successful fit are: attention to detail, assertiveness, analytical and quantitative skills, tolerance of some clerical work and ability to work in a fast-paced environment.

COPY EDITOR (NETWORK WORLD)

The person in this position will be responsible for editing and production processes of the newspaper. Included in these duties are editing news and features on-line, proofreading pages, performing pagination, headline writing and chart production. The applicant should have a degree in English or Journalism and familiarity with AP style. The ideal candidate will have experience with PC Page Makeup or Aldus PageMaker. Although Network World is technical in nature, technical background is not required.

EXECUTIVE ASSISTANT (LOTUS PUBLISHING)

Reporting to the Vice President of Alliance Products, the individual in this position will be responsible for general administrative support, budget and financial management, process order fulfillment, management of account payables, as well as administrative support of the Marketing Staff. Candidates should have IBM PC experience, be proficient with Lotus 1-2-3, and have at least 2-3 years experience providing executive administrative support.

SALES ASSISTANT (CIO)

This individual will support the Advertising Sales Manager with day-to-day activities. Duties will include filing, copying, phone coverage, mailings, maintenance of databases and other general office tasks as assigned. The ideal candidate will be a team player, detail-oriented and have excellent organizational skills. Accurate typing of 50wpm and MAC experience required.

SALES ASSISTANT (A+ PUBLISHING)

The person in this part-time position will be responsible for administrative sales support including typing correspondence, database maintenance, mailings, travel coordination and media kit mailings. Candidates must be detail-oriented and possess good organizational, interpersonal and communication skills, as well as the ability to work independently. Macintosh skills required; knowledge of graphics and spreadsheets preferred.

PRIMARY RESEARCH MANAGER, PERSONAL SYSTEMS & WORKGROUP APPLICATIONS (IDC)

Responsibilities for this position will be to manage primary demand-side research for the personal systems and workgroup applications department. This includes developing survey instruments in conjunction with the programs, managing survey fieldings, executing data analysis and validation, providing cross tabs, charts and tables, and writing the final report. Experience managing primary research; knowledge of the computer industry, particularly personal systems, printers, terminals and workgroup applications required. Knowledge of survey methodologies, questionnaire design and statistical packages also required.

GRAPHIC DESIGN SPECIALIST (IDC)

The person in this position will provide assistance in design and production of marketing collateral including product fact sheets, promotional newsletters, invitations, direct mail pieces, and preparation of forty plus Briefing Sessions presentations. Additional responsibilities include support of conference registration system and design and production support for group marketing managers. Creative Design skills and Macintosh fluency, specifically MS Word, PageMaker, Illustrator, Persuasion and DeltaGraph required.

PRODUCT ANALYST, PRG (IDC)

The Analyst in this position will research and analyze UNIX-related hardware products and vendor sales strategies. Ideal candidate will have a minimum of 2 years computer vendor experience and excellent technical product knowledge of either workstations or UNIX servers. This positions requires a Bachelor's Degree in Computer Science or related discipline in addition to solid analysis, writing, presentation and word processing skills. Competitive analysis experience preferred.

EXECUTIVE ASSISTANT (ELECTRONIC MARKETPLACE SYSTEMS)

The person in this position will report directly to the President and will handle special projects and administrative matters as assigned. Candidates must be self-motivated, have excellent organizational and interpersonal skills. Previous experience as an administrative assistant to a senior manager required. The ideal candidate will be familiar with the computer or networking industry and have a BS or equivalent.

EDITOR, TEST SUPERVISOR (INFOWORLD)

This Editor will ensure that the product comparison and reviews meet *InfoWorld* standards for appropriateness, technical accuracy, writing quality and timelines. This person will coordinate the day-to-day editing process for reviews and product comparisons, enforce deadlines and supervise a small team of technical analysts. Knowledge of LAN products helpful. Three to five years editing or journalism experience within the PC industry preferred.

SALES MANAGER (INFOWORLD)

The person in this position will be responsible for prospecting and maintaining advertising space for the publication within the Pacific Northwest, Northern California region. Three to five years selling experience and knowledge of computer industry required.

COPY EDITOR (IDG BOOKS) - 4 positions

The successful candidate will edit copy for grammar, spelling and style, write headlines and captions and pull quotes. A degree in English or Journalism and one year experience is preferred. Hands-on experience with Quark Xpress desired.

COPY EDITOR (PC WORLD)

Job responsibilities include copy editing, proofreading, copy fitting, extensive work with tables and tracking articles through production. This individual will assist in determining house style, work with editors and designers to ensure clarity and accuracy to help maintain high editorial standards. Two years experience in magazine copy editing and production required as well as knowledge of Chicago Manual of Style and word processing on the Macintosh.

ADVERTISING TRAFFIC COORDINATOR (PC WORLD)

Responsibilities include entering ad material information into OMNI database system, creating ad log and checking incoming materials. This person will review all ad material for adherence to specifications and printer's bluelines, as well as instruct stripper and printer of all changes made to film and placement of Reader Service Numbers. Additionally, this person will maintain accurate records of all material extensions and change orders.

ACCOUNT MANAGER (MACWORLD) - 2 positions

The individuals in these positions (located in San Francisco, CA and Natick, MA) will pursue all advertising opportunities through creative sales techniques while maintaining a professional and consistent performance in fulfilling all sales goals. Primary responsibilities will be to service and maintain all advertising after the sales is made. Several years of sales experience, familiarity with computers, computer products, the marketplace and the publishing process required. Negotiation and communication skills required.

AD TRAFFIC COORDINATOR (MACWORLD)

This person will be responsible for all Display advertising materials for each issue of *Macworld*, maintaining all advertising records including insertion orders and verbal space reservations with regard to all material information and assigning Reader Service numbers. Ability to work with numbers and high volumes at the same time, working knowledge of Macintosh (Quark, PageMaker FileMaker), as well as some knowledge of printing process and the graphic arts required. The ideal candidate will be detail oriented with good time management, interpersonal and communication skills.

Job Opportunities

Revised: June 1, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Account Director	MSD, Stamford, CT	M. Cornetta	(508)935-4734
IDG	National Account Director	MSD, San Francisco, CA	M. Cornetta	(508)935-4734
IDG	Payroll Administrator	Framingham, MA	L. Connolly	(508)935-4791
IDG	Assistant to the VP of HR	Framingham, MA	L. Connolly	(508)935-4791
IDG	Junior Research Analyst	Research Srvcs., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Computer Operator- 2nd Shift	Framingham, MA	E. Bocko	(508)935-4704
IDG	Human Resource Rep.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
IDG	IS Support Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	M. Cornetta	(508)935-4734
IDG/NG	Business Administrator	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Show Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-44070
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)935-4407
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Advertising Account Coord.	Framingham, MA	K. Wallace	(508)820-7457
NWW	Sales Assistant - P/T	Irvine, CA	K. Schackel	(415)928-3589
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Executive Assistant	Boston, MA	J. Criss	(617)422-8029
CIO	Sales Assistant	*CIO Magazine*, San Francisco, CA	J. Parsons	(415)398-8200
CIO	Senior Writer	*CIO Magazine*, Framingham, MA	L. McCreary	(508)935-4618
A+	Sales Assistant - P/T	*MacComputing*, Irvine CA	G. Lodge	(603)924-0392
A+	Assistant Editor, Production	*MacComputing*, Peterborough, NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Primary Rsrch. Mgr, Pers Sys	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Editor, Test Supervisor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Sales Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Copy Editor (4)	Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Business Manager	San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)572-7341
PCW	Copy Editor	*PC World*, San Francisco, CA	R. Johnson	(415)978-3252
PCW	Advertising Traffic Coordinator	*PC World*, San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Administrative Assistant	*PC World*, Natick, MA	E. Sanderson	(508)820-0440x400
PCW	Summer Intern	*PC World*, San Francisco, CA	R. Furger	(415)978-3219
PCW	Associate Editor	*PC World*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
MAC	Ad Traffic Coordinator	*Macworld*, San Francisco, CA	C. Mazzola	(415)978-31312
MAC	Account Manager	*Macworld*, San Francisco, CA	L. Holbrook	(415)974-7440
MAC	Account Manager	*Macworld*, Natick, MA	J. Flynn	(508)872-8600
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Project Coordinator	Integrated Media, San Francisco, CA	C. Learned	(415)974-7444
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Assistant Production Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

U.S. circulation directors explore cooperative ventures

Representatives from the circulation departments of 11 U.S. IDG business units convened earlier this month for the 1993 Circulation Meeting. Held in Santa Fe, N.M., the meeting was the second in an ongoing series of IDG-wide gatherings organized around functional areas.

This year's meeting was co-chaired by *Network World* Vice President of Circulation **Deb Winders** and *Computerworld* Vice President of Circulation **Gail Odeneal**. The two-day agenda included guest speakers from IDG as well as several industry experts, round table discussions and small group meetings. The group focused on various ways to leverage cross-business unit cooperation to both enhance resources and control expenses.

"These meetings represent our only opportunity to get together as group. They are an excellent way for us to interact and learn from one another," noted Winders.

Among the actions planned:

- IDG's U.S. publications will submit the names of their most-rented lists to **Holly Klingel**, circulation director at Infotainment World. If possible, discount options on frequently purchased lists will be explored.
- The group plans to recommend that IDG hire an outside consultant to review all of IDG's fulfillment contracts with service bureaus in order to pave the way for volume-discount negotiations.
- The list of vendors (list brokers, printers, merge/purge brokers, etc.) with which the various circulation departments do business will be updated and distributed to all circulation directors.
- Task forces were formed to investigate the benefits of shared resources in three areas:

Subscription sales force. David Ball, *PC World*'s subscription director; **Angelina Beitia**, circulation director at *Macworld*; and Gail Odeneal will investigate the possibility of hiring a sales force to sell subscriptions across product lines at key business locations.

Database development. Gail Odeneal, Deb Winders, **Carol Spach**, *CIO*'s circulation director; **Barbara Ruffner**, director of circulation at *InfoWorld*; and **David Foster**, vice president and general manager at *Electronic News*; will analyze the benefits of purchasing one or more outside information databases that would be accessible to all publications.

Transactional database. Heather Martin Maier, *PC World*'s senior vice president of circulation; **Susan Henshaw**, director of operations and circulation at TechMedia; and David Foster will examine the issues surrounding the development of a proprietary database that would track all the IDG-related transactions made by each publication's customers. Tracking customer buying patterns would help publications to learn where, what and how often their customers are buying goods and services from IDG in order to better serve the needs of those customers, explained Henshaw.

"The Santa Fe meeting was a great way for IDG circulation staff to get to know each other," noted Odeneal. "The action items from the meeting will help keep us in touch all year and have generated initiatives that help all of IDG as well as our individual publications."

Network World

(Standing l-r): George Clark, Lori Hitchcock, Elizabeth Jenson and Angelina Beitia from *Macworld*; Heather Martin Maier, *PC World*; Susan Henshaw, TechMedia; Jacqueline Migell, Lotus Newsletters; Nancy Grant, *InfoWorld*; Richard Priante, *Network World*; David Ball, *PC World*; Barbara Ruffner, *InfoWorld*; Carol Spach, *CIO*; Maureen Burke, Gail Odeneal, *Computerworld*; David Foster, *Electronic News*; and Debbie Walsh, TechMedia. (Seated l-r:) Deb Winders, *NW*; Agnes Vanek, *Federal Computer Week*; Faith Marcello, *CW*; Holly Klingel, Infotainment World; and Mary Leiphart, *FCW*. Not pictured is *IW*'s Pat Crotty.

Upcoming function meetings

- **Marketing and Research, June 13-16, Chatham, Mass.**
  Contact: Kathy Dinneen, Evilee Thibeault
- **Seminars and Conferences, June 23-25, Lake George, N.Y.,**
  Contact: Jean Criss
- **Editorial, July 25-27, Laguna Nigel, Calif. Contact: Stewart Alsop,**
  Michael Lowe, Adrian Mello

IDG France runners put their best feet forward

IDG France's fearless footsters prior to their 42 km outing. From left: Patrice Tabart, Pierre Mangin, Thierry Outrebon, Denis Deleard, Isabelle Outrebon, Thierry Grelet, Arnaud Gogibus and Christian Le Gall.

IDG France photos

Charlotte Trim crosses the finish line.

It started several years ago with a small group of friends running together after work in the woods outside Paris. A short while later, the IDG Cross Country Club was born and entered its first race as an IDG-sponsored team — a 16.3 km course stretching from Paris to Versailles. A total of 12 courageous IDG employees participated. Shortly afterward, the team attacked the well-known 20 km of Paris — a "half marathon" — on a chilly October morning. The intensive training throughout the winter months resulted in ever-improving performances by the team at the Mantes-La-Jolie and Houilles races.

On April 25, nine members of the club embarked upon the longest running adventure of their lives: The 42.195 km Paris Marathon. Starting at the Champs-Elysees, the 15,000 participants ran to the eastern outskirts of Paris and back again along the Seine crossing the finish line in front of the Arc de Triomphe.

According to members of IDG France's running team, the most amazing accomplishment of the day was the fact that all nine runners not only crossed the finish line, but did so with enough spare energy to smile about it!

Next stop on the group's running itinerary: the New York Marathon on Nov. 14. Any and all fellow runners are invited to join their French colleagues for the day. If you're interested, contact **Pierre Mangin** or **Charlotte Trim** by phone at +33-1-49-04-78-31 or fax: +33-1-49-04-78-67.

Noteworthy!

PROMOTIONS

PC World's **Roberta Furger** has been promoted to senior editor in charge of the newly created User Issues department. She will continue her work on the "ConsumerWatch" column, for which *PC World* earned a Computer Press Award and a Maggie Award for last year's report on fraudulent mail order companies. Roberta will also edit four other monthly departments.

"This promotion recognizes Roberta's enormous contributions to *PC World*'s goal of serving the information needs of our management-intensive readership," said *PCW* Editor-in-Chief Phil Lemmons. "Roberta's ability to report on and write about how our readership buys and uses high-tech products has led to excellent reader response. We expect it to get even better, now that she'll be handling *PCW*'s regular departments."

Roberta had been an associate editor at *PC World* since 1989 and previously worked at *InfoWorld*.

■ ■ ■

Eliot Bergson, who worked as associate editor at *NeXTWORLD* for the past year-and-a-half on a free-lance basis, has been named managing editor of the publication.

TRANSFERS

Terri Edelman, executive assistant to Macworld Communications President Jim Martin for the past three years, is now in San Mateo, Calif., handling similar responsibilities for IDG Books Worldwide President John Kilcullen.

IDC's Ian Thalmessinger celebrates 10 years

World Update

Ian Thalmessinger joined Pat McGovern for lunch to mark a decade of service.

Ian Thalmessinger joined IDG in September 1982 as financial controller for Europe. He was named IDG's international controller in January 1986, taking on responsibility for all issues relating to the financial, legal, audit and accounting affairs of all IDG's non-U.S. operating units. His primary duties are to ensure the overall accuracy and timeliness of the non-U.S. financial reporting, compliance with IDG's corporate and financial policies, legal compliance, internal and external audit liaison and coordination of IDG's foreign treasury and asset management functions. In December 1991, Ian was also named managing director of IDG U.K.'s publishing operations.

Ian was educated at Harrow School, earned a fellowship from the Institute of Chartered Accountants in England and Wales and gained experience with Price Waterhouse & Co. and SRI International before joining IDG. He is fluent in English, French, German and Spanish.

Ian lives in London with his wife and three children. Outside the office he enjoys skiing and golf, and he is also a licensed pilot.

Address change

As of June 7, IDC Korea will be located at:

Y.S. Kim
IDC Korea Ltd.
6F. Suhwha Bldg.
839-8 Yeuksam-Dong,
Kangnam-Ku
Seoul, Korea

Telephone: +82-2-555-6030
Fax: +82-2-556-5347

Calling all shutterbugs!

Plans are currently under way for IDG's annual photo contest. The twelve winning photos will be featured in next year's employee calendar. So dig out those Brownies and start shooting!

Details to follow soon.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS

Bev Raus - IDG

NINE YEARS

Mitch Betts - Computerworld
Donald Best - IDC

EIGHT YEARS

Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

SEVEN YEARS

Dagmar Batschat - IDG Germany
Martin Hingley - IDC U.K.
Sophie Bensimon - IDG Denmark

SIX YEARS

Norman Noble - IDG Central Services
Linda Manes - PC World
Susanne Kratoschka - IDG Germany
Michael Nerke - IDG Germany

FIVE YEARS

Sophie Armand - IDG France
Nini Barnouin - IDG France
Rebeca Williamson - IDC

FOUR YEARS

Niklas Borgsved - IDG Sweden

THREE YEARS

Henry Pham - PC World
Mark Taussig - PC World
Debora Sordini - IDG Italy
Kelly Dwyer - Computerworld
Jay Sparrow - CWDD
Pierre Alexandre Montagne - IDG France
Stephen Fontaine - IDC

TWO YEARS

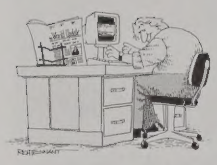
Simson Garfinkel - NeXTWORLD
Richard Johnson - PC World
Torgeir Vikan - IDG Norway
Maurice Wee - Asia Computerworld
Bea Horváth - IDG Hungary
Ica Rodriguez - IDG Hungary
Johan Marnfeldt - IDG Sweden
Sonomi Hamanaka - IDG Japan
Noboru Masuda - IDG Japan
Lisa Guisbond - Computerworld
Stephen Klett - Computerworld
Jean Cassagne - IDG France

ONE YEAR

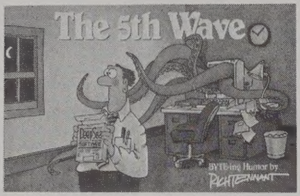
Dawn Furseth - PC World
Owen Linderholm - PC World
Erika Dobrosi - IDG Hungary
László Tihanyi - IDG Hungary
Bo Nathorst Westfelt - IDG Sweden
Marlene Buschbeck-Idlachemi - IDG Germany
Nina Ort - IDG Germany
Reiko Tokuhara - IDG Japan
Morten Meilby - IDG Denmark
Jørgen Wessing - IDG Denmark
Alejandro Iglesias - IDG Spain
Christine Yam - Infotainment World
Sylvia Benvenuti - Macworld

Off line

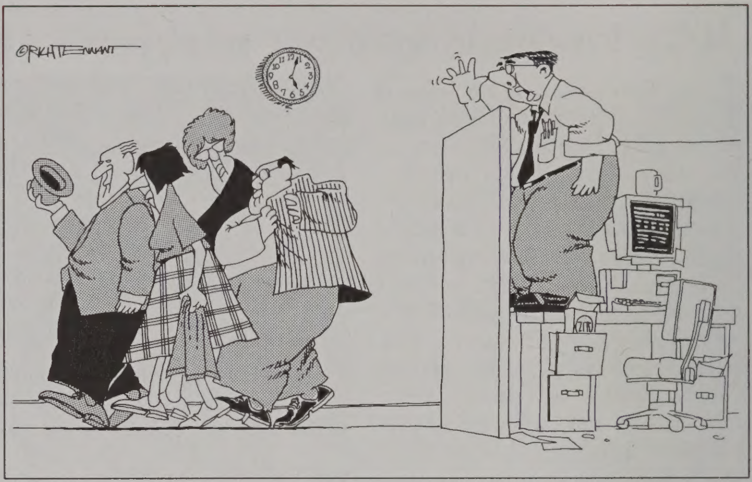
Win Your Own



or



Off line T-Shirt **Fifth Wave cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 29. The person with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The Fifth Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

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David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Hugo Hsiung, IDG
Saiman Hui, IDC China/Hong Kong
Chris Barton, New Zealand PC World
Tom Monahan, Computerworld
Deb Winders, Network World
Charlotte Trim, IDG France

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

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Susan Petrie outlines reasons for IDG's strong performance
- PAGE 5

IDG World Update

VOLUME 23, NUMBER 23
JUNE 7, 1993

IDC Australia's briefing sessions play to full house

With a combined total of more than 320 attendees — the largest number outside the U.S. — IDC Australia's annual briefing session, Directions '93, played to packed houses in Sydney and Melbourne in May.

The 13th annual briefing session conducted by IDC Australia, Directions '93 went off without a hitch thanks to the efforts of the entire local staff.

Australian analysts gave a total of 11 presentations—all based primarily on local research — and consideration is being given to the introduction of tracked sessions at next year's briefings to meet the demand for broader and deeper information content.

> *"We were far more penetrating in our marketing this year, tapping into many organizations at the branch level."*
>
> - Len Rust

While the majority of the audience was made up of senior executives from

- SEE PAGE 2

European managers map strategy in Munich

World Update

From left: Ulla Takala, Oy Talentum, IDG's Finnish partner; Paco Zabala, IDG Spain; and Brunello Bossi of IDG Italy were among the 19 managers who met last month in Munich to compare notes on the present and make plans for the future.

Nineteen managers from IDG's European publishing operations gathered in Munich last month for a full day of presentations, information sharing and strategy sessions. The discussions addressed ways to be competitive, hold on to market share and increase reader-based revenues in a recession where advertising revenues are unstable.

The presentations touched on World Expo's plans in the region, the Macworld and PC World Global Product Support Centers, IMS activities, Apple Computer's global strategies, IDG's overall good performance worldwide this fiscal year and IDG Norway General Manager **Morten Hansen**'s philosophy of implementing a hands-on management style.

Please turn to page 4 for a summary of the reports from the participating country managers.

IDG puts videoconferencing to the test

Three-month trial designed to evaluate system's cost-, time-saving potential

IDG's U.S. offices are in the midst of a three-month evaluation of a videoconferencing system designed to help cut down on the need for travel, allowing business unit presidents more time with customers and trade show events, while opening up communications between the various business units.

The system, supplied by PictureTel, is currently up and running at IDG Headquarters in Boston, IDC in Framingham and PC World in San Francisco. Two- or three-way conferences can be established between these locations. Headquarters will be picking up all the costs associated with this trial except for the actual usage time, which will run approximately $65 an hour for each site involved in the conference and will be billed directly to the participating business units.

Videoconferences may also be held with companies outside of IDG, but special arrangements will need to be made in advance.

HELP IS AVAILABLE

Contact people at the three locations are available to schedule meetings and answer any questions you may have regarding use of the system. These people are: IDG Headquarters — **Amy Silberman,** (617-534-1208); IDC — **Ann Clark,** (508-872-8200); and PC World — **Kelly Milan** (415-978-3303) or **Jeff Oterson** (415-978-3354).

The PictureTel system is currently being used to conduct the Executive Committee's weekly 11:11 meetings, the monthly financial review meeting and the West Coast board meetings. Following the trial, business unit managers will be asked for feedback concerning their use of the system, and a decision regarding whether to go ahead with the purchase of the system will be made.

And the winner is...

Computing S.A.

During a recent visit to South Africa, IDG International News Group President David Hill served as chief judge of the best booth competition at Computer Faire, the largest computer expo in South Africa. The competition was sponsored by IDG's South African licensee, Computing S.A. Hill (left) and Computing S.A. Publisher Sue Castelyn (second from left) were photographed on the show floor with a representative of the First National Bank (center), whose booth won the mid-size category, and two other judges (right).

Australia

- FROM PAGE 1

hardware, software and services vendors, there was also a significant number of major user organizations and government policy bodies represented.

BROADER SCOPE

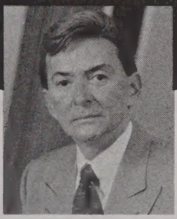
"The broader scope of the presentations this year was far more successful in attracting people from a wide cross section of IT industry interests," said IDC Australia Managing Director **Len Rust**. "We really were able to provide meaningful market information for everyone who attended.

"We were also far more penetrating in our marketing this year, tapping into many organizations at the branch level, as well as getting the more traditional attendees from head office marketing departments," Rust added.

As well as gleaning information from the structured sessions, attendees took advantage of the breaks to do some strategic networking. In Sydney, several guests at the lunch suggested that they would happily pay the full rate just for the opportunity to network with competitors and potential partners over lunch.

On line

ASK WALTER



Q Why is IDG granting so many international licenses? Aren't we sacrificing a larger share of profits down the road as the foreign markets in which we have licenses grow?

A To date, the vast majority of our license holders are in markets that are much too small to justify our opening our own operations. These are markets where the potential for a respectable return on investment would represent an inordinate risk on the part of IDG.

By signing a licensing deal in many of these markets, IDG has the opportunity to offer further reach to our advertising clients, to expand our editorial coverage of worldwide events through the News Service, and it gives us a chance to become more familiar with these markets.

It should be noted that in many of the license agreements we have rights to purchase these publications at some point in the future.

Q Not so many years ago, there were IDG vice presidents in Europe who supervised regions. Now, with the addition of IDG offices in some East European countries, there are more countries but there are no vice presidents. Will we have this again?

A The simple answer is no, we will not reinstitute the vice president or intermediate level of management that we had to a quite small degree in past years.

With our dedication to full and complete decentralization, it simply wouldn't make any sense and would only create roadblocks for presidents of IDG operating units in terms of having easy and direct access to the Executive Committee.

We have, however, instituted a number of other ways to address the problems of know-how transfer and communications between like products and/or services, such as the Global Product concept that was first introduced for the Macworld group of publications, the worldwide News Service, IMS, etc. In addition, we offer many special executive development seminars and courses for those publications and/or countries new to the world of IDG.

Q Why does IDG rely upon GE Business Talk for intercompany communications? Aren't we big enough and spread out enough geographically to warrant our own worldwide communications systems?

A It is precisely because IDG is so geographically divergent that it is economically most feasible for us to rely on an already established worldwide system for our E-mail communications.

I am quite sure that if we were only functioning in major industrial countries in Western Europe and the Pacific Rim, it would probably be cheaper and just as easy to institute our own electronic mail and news and distribution system.

However, we feel very strongly that every country within the IDG family should have exactly the same quick and efficient access to the IDG News Service and electronic mail systems. And that is where the GE Business Talk shines. They have access to virtually all of the 62 countries in which we do business, allowing us to immediately serve the needs of all IDG family members.

There is also a question of reinventing the wheel. In today's world of ever and rapidly changing technology, it strikes us as more sensible to let someone else build, maintain and update the network for us.

The actual cost of using the GE system has been going down and beginning almost immediately, we will have in place and even more sophisticated system that will allow each user to get direct and detailed billings for their usage, thus giving every business unit even more control over their costs.

Q I would like to work in another country. How can I find out about jobs with IDG in other countries on a continuing basis?

A Obviously, the first thing you'll need is fluency in the language of the country you're interested in working in. If you have that major qualification then the best and most direct route is for you to send a letter to the president of your chosen country and outline your background and experience and tell them why you would like to serve a tour of duty within that organization.

We have had, over the years, many such cases. As an example, our head of credit and collections in Germany is a woman who was born and raised in Las Vegas. We have also had numerous interns over the years between various IDG companies/countries.

Far more common, however, has been the exchange of people between English speaking countries such as Don Kennedy, the president of IDG Australia who, as an American, started his career with IDG at *Digital News* in Boston.

What's on your mind?

Questions for regular On line columnists IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy may be submitted to *World Update* anonymously via fax (617-423-0712).

European managers face challenging markets

As usual, one of the highlights of the recent IDG European Managers Meeting in Munich was the local market review by each manager. Following are brief excerpts from their reports.

AUSTRIA

In an extremely difficult European economy, the challenge for *Computerworld Austria* is to control expenses until the economy improves. The staff has considered and rejected such alternatives as thinner weekly issues or switching to a biweekly frequency. They are now studying a switch to a half-tabloid format to save printing and production costs. The editors are developing an online *CW* product with a local electronic mailbox company.

—Manfred Weiss, general manager

BULGARIA

Business in Bulgaria is a day-to-day affair, with companies booking space at the last minute in a difficult economy. Although *Computerworld Bulgaria* was the first IT publication in the Bulgarian market, there are now five competitors plus the business press. *PC World Bulgaria* launched last September and has now done a deal with the local Apple distributor to include a *Macworld* section in each issue. *Network World* will launch as a quarterly section of *Computerworld* to attract new advertisers.

- Tatiana Hinova, managing director

CZECH AND SLOVAK REPUBLICS

Since the split into two countries Jan. 1, there are new tax, social, health and monetary systems. Prices and salaries are climbing rapidly and business is depressed. Despite the conditions, IDG has a 60% market share and profits are up 47% so far this year. The staff is discussing support for a *Macworld* with the local Apple distributor. Goals for this year have included boosting subscription sales and hiring more sales people to boost market share.

- Vitezslav Jelinek, managing director

DENMARK

The staff has spent much time developing its relationship with Microsoft in the belief that this is a company of the future. They put together a Windows World show in just seven weeks and had Bill Gates as the speaker. Expos are a very important part of IDG Denmark's business both for income and synergy with publications. In September they will produce a SunWorld Expo. The company will move to new office soon at a 24% lower rent.

- Preben Engell, general manager

FINLAND

The staff in Helsinki has been borrowing good ideas from other IDG companies. They have adopted with good success the fax response system of *PC World* U.S. and the advertising panel of IDG Germany's magazine division. In November they redesigned a statistics page in *Tietoviikko* and found an advertiser who bought the page for a year. The main challenge in the weak economy is fighting the flow of advertising to daily newspapers and TV.

—Ulla Takala, general manager

FRANCE

As in so many locations, the main challenge is the economy. Print advertising is down 25% to 35%, and recruitment advertising has plummeted to 30% of what it was two years ago. IDC France is now located in the same offices as the publications and they are developing valuable new synergies. IDC revenues are up 80% this year. The major item on the 1994 agenda is to get into the show and exposition business.

—Francois Chaussonniere, general manager

GERMANY

The country is in deep recession, but *Computerwoche* is doing well. Its biggest problem is that many big firms have put advertising plans on hold, but the staff has developed new business among the smaller companies. At *PC World* the best decision of the last year was to lower the cover price. The circulation more than doubled from 60,000 to 140,000. The magazine has climbed from No. 10 to No. 5 and is still rising. The market has grown 28%, and *PC World* has grown 100%.

—Peter Rauchfuss and York von Heimberg, publishers

HUNGARY

The country has been in recession, but April and May were better and the worst may be over. A goal for this year has been developing sources of non-reader revenue. The staff put together a successful Macworld show in just four months and has just completed a local-area network show and conference. A new color separation system will save $80,000 per year.

—Istvan Biro, general manager

ITALY

Italy is facing economic chaos. Between October and April there was a 25% drop in IT investment. Competitors are cutting rates by as much as 85%, and several publications have gone out of business. IDG Italy has set a goal of generating 80% of revenues from readers. Among the new products are customized newsletters, catalogs, seminars and conferences. The staff is aiming for a 13% revenue increase despite a 35% drop in the market.

—Brunello Bossi, general manager

NETHERLANDS

IDG Netherlands is a young organization with young publications. The recession has cut ad revenues, but they have gotten more from subscriptions. Special single-subject issues including a disk sell on the newsstand for $12. *Computer! Totaal* recently did a 3-D cover that increased newsstand sales by 35%.

—Leendert van Wezel, publishing director

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, June 7, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

CIRCULATION PROMOTIONS MANAGER (TECHMEDIA PUBLISHING)

This individual will implement and manage circulation marketing programs for *Desktop Video World*. Responsibilities include developing card-in-box and other co-op programs with advertisers, direct mail campaigns management, space advertising, overseeing outside list manager, sales reports and analysis, as well as management of the department's expense budget. Good communication and analytical skills are necessary. At least two years experience in magazine circulation desired.

DESKTOP SYSTEMS SUPPORT SPECIALIST (IDC)

The individual in this position will provide PC/MAC hardware and software support including configuration, installation and repair for internal users on a Novell 3.11 LAN. Heavy experience in the following applications is required: Windows 3.1, Excel, Word, 123, cc:Mail and MicroPhone II. The ideal candidate will be customer service oriented with 3-5 years experience and good communication skills.

ART DIRECTOR (PC WORLD)

Working with the Editor-in-Chief, the successful candidate will establish, develop and implement all design and graphic identity standards, as well as direct the design standards for all segments of the magazine and serve as a representative of *PC World Magazine* to the development and art/design community. Specific qualifications include a minimum of 10 years experience in graphic design and supervising a large staff. Fluency in desktop publishing systems, strong ability to communicate and self-motivation essential.

EXECUTIVE ASSISTANT (INFOTAINMENT WORLD)

Responsibilities for this position include facilitating and expediting incoming and outgoing communications for the publisher. Initiative, motivation and professionalism, as well as excellent communication, organizational, and time management skills are required. The ideal candidate must possess attention to detail and strong Macintosh proficiency.

SUMMER INTERNSHIPS AT IDC

5 Speen Street, Framingham, MA

Research internships require highly motivated individuals with the ability to prioritize and work independently. Strong communication skills and some computer industry knowledge required. Specific duties: performing primary and secondary research, interacting with clients and supporting the analysts by working on various projects and responding to inquiries.

Editorial/Desktop Publishing interns needed to work in fast-paced Publications Department. Knowledge of Macintosh systems essential. Interns will either proofread newsletters and research reports or generate tables/figures and formal newsletters/reports along with assisting with production coordination.

Contact Dana Miller at (508)935-4133.

Job Opportunities

Revised: June 7, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Payroll Administrator	Framingham, MA	L. Connolly	(508)935-4791
IDG	Assistant to the VP of HR	Framingham, MA	L. Connolly	(508)935-4791
IDG	Junior Research Analyst	Research Srvcs., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Computer Operator- 2nd Shift	Framingham, MA	E. Bocko	(508)935-4704
IDG	Human Resource Rep.	Framingham, MA	E. Bocko	(508)935-4704
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
WEC	Show Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)820-8160
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
CWPI	Sales Assistant - P/T	Framingham, MA	L. McGrath	(508)879-0700
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Advertising Account Coord.	Framingham, MA	K. Wallace	(508)820-7457
NWW	Sales Assistant - P/T	Irvine, CA	K. Schackel	(415)928-3589
NWW	Senior Correspondent	San Francisco, CA	E. Bocko	(508)935-4704
LPC/PCW	Executive Assistant	Boston, MA	J. Criss	(617)422-8029
CIO	Sales Assistant	*CIO Magazine*, San Francisco, CA	J. Parsons	(415)398-8200
CIO	Senior Writer	*CIO Magazine*, Framingham, MA	L. McCreary	(508)935-4618
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
TMP	Circulation Promotions Mgr.	*Desktop Video World*, Peterborough, NH	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Sys Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Primary Rsrch. Mgr, Pers Sys	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, ADT	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Editor, Test Supervisor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Sales Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IW	Fluegleman Intern	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Copy Editor (4)	Indianapolis, IN	C. Neumann	(415)572-7341
IDG/B	Business Manager	San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	C. Neumann	(415)572-7341
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Copy Editor	*PC World*, San Francisco, CA	R. Johnson	(415)978-3252
PCW	Advertising Traffic Coordinator	*PC World*, San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Administrative Assistant	*PC World*, Natick, MA	E. Sanderson	(508)820-0440x400
PCW	Summer Intern	*PC World*, San Francisco, CA	R. Furger	(415)978-3219
PCW	Associate Editor	*PC World*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
MAC	Ad Traffic Coordinator	*Macworld*, San Francisco, CA	C. Mazzola	(415)978-3131
MAC	Account Manager	*Macworld*, San Francisco, CA	L. Holbrook	(415)974-7440
MAC	Account Manager	*Macworld*, Natick, MA	J. Flynn	(508)872-8600
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Project Coordinator	Integrated Media, San Francisco, CA	C. Learned	(415)974-7444
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Executive Assitant	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Production Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

NORWAY

The publishing operations are on plan for the first half of the year. Rival *PC Magazine* launches in September and has been selling advertising space at a heavy discount. The expo portion of the company is behind plan, but all the shows are coming up late in the year — CAD-CAM, Unix, Windows and a show for students. IDG Norway is now 10 years old and will put out a special 130-page 10th anniversary issue of *Computerworld* on June 11.

— Morten Hansen, general manager

POLAND

The company is doing much better than last year with revenues and profits up 500% in the first half. *Computerworld Poland* has upgraded its image by getting rid of advertising on the front page. Its circulation has been flat at about 5,000, and competition is now forcing IDG Poland to invest in circulation. As part of that push, *Computerworld* is being redesigned.

—Kazimierz Szot, general manager

RUSSIA

Inflation is running 15% to 25% per month in Moscow. Using this as an opportunity IDG is selling 10-page packages of advertising that can be used anytime within six months. *Computerworld* has done well versus the other national media and has a 66% market share. Some 60% of all IT firms are advertising in *Computerworld*. The staff is planning to re-start show activity next year.

— Boris Antoniuk, general manager

SPAIN

The recession continues and unemployment has reached 21%. *PC World* remains the big earner for IDG Spain. Page counts have held up, but severe price competition is hurting yields. The company has responded by importing paper directly from Finland for a 20% saving and changing printers for a 15% saving. Some magazines have tried to undersell *PC W* by 75%, but IDG has been able to hold its price as it has more than twice the circulation.

— Paco Zabala, general manager

SLOVENIA

In this market of less than two million people *Monitor* magazine has a 52% market share. There are now three competitors. The market is growing, with ad pages up nearly 40% this year. The company is planning a new magazine Sept. 1 focused primarily on games with the goal of attracting new readers and advertisers.

— Andrej Klemenc, CEO and publisher

SWEDEN

A devaluation in the currency vs. the dollar has hurt imports, but business at IDG is up. The company is moving more into consumer products. The games magazine *Attack* is being re-launched, and *MaxiData* has the highest circulation in the country at 25,000. *Windows World* is planned soon. IDG Sweden now has 20 titles arranged in tiers to move readers up from publication to publication as they become more sophisticated IT users.

- Bengt Marnfeldt, general manager

SWITZERLAND

The country has shown negative growth for two years. IDG suffered a slight loss in the first half due to the launch of the new *PC and Workstation*, but the staff expects to make it up. A PC catalog published in April with existing staff was a big profit maker. The keys were high circulation, no editorial (the readers said they did not want it) and low price. Only full-page advertisements were sold, and there was no discounting.

— Gebhard Osterwalder, general manager

TURKEY

The country has shown 5% growth this year but is politically unstable. The government traditionally has been the largest buyer of IT, but there have been few purchases in the last two years. IDG has competed by producing the best editorial content, and the hope is that this will soon pay off in sales and circulation. The company is investing in surveys to show the strength of the publication to advertisers and readers.

- Mehmet Ali Altaca, general manager

Recession busters

Susan Petrie, IDG vice president of financial analysis and planning, identified a number of key reasons for IDG's strong results for the first half of FY93, which she presented at the European Managers Meeting.

-Yield management and a commitment to stick to the rate card.

-Careful expense control. Overall expenses grew at a much slower rate than revenues for the first half.

-Contingency plans. All operations behind their budgeted profit goals have been asked to prepare and implement contingency plans, whereby they reduce or defer spending to offset revenue shortfalls.

-More attention to quarterly revenue, expense, and profit targets during the FY93 budgeting process.

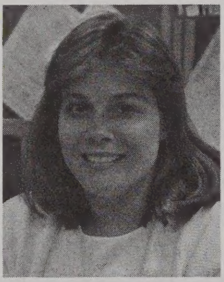
- Investments to accelerate the growth of our newer publications and services and to increase the market share of our ongoing businesses are paying off.

-The U.S. economy has improved somewhat.

-Several U.S. and overseas publishing operations have enjoyed strong performances in the first half. The non-publishing areas are also doing well. IDG's research companies have significantly improved their bottom-line results and IDG Books is having an excellent year.

Noteworthy!

PROMOTIONS

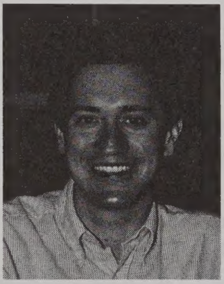


Fitzpatrick

World Update

Carol Leonard Fitzpatrick, formerly marketing specialist/events at *Network World*, has been promoted to marketing services manager. "Carol started as our only marketing assistant two-and-a-half years ago and did a great job juggling an amazing amount of diversified projects," said Vice President of Marketing Evilee Thibeault. "In her new role, Carol will maintain the events, keep alliances strong — a major feat — and handle the advanced merchandising that requires much vendor contact."

TRANSFERS



Stedman

World Update

Craig Stedman, most recently Boston bureau manager for *Electronic News*, has signed on as senior editor/mid-range systems at *Computerworld*. His beat will primarily cover the DEC market. Stedman has a degree in journalism from Boston University and enjoys brewing beer, skiing, bicycling, and gardening with his 3-year-old son.

■ ■ ■

Kelly Sewell, formerly assistant editor/features at *Computerworld*, has moved to Peterborough, N.H., to be features editor of *MacComputing*.

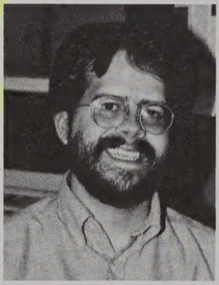
NEW EMPLOYEES

Cindy Penrose is the new executive assistant to Macworld Communications President Jim Martin. She recently finished her MBA, with a focus on marketing, from Golden State University in San Francisco. After receiving a BA in communications with a minor in business administration from California State University, Cindy held a series of positions in banking and international trade. Her most recent job was sales assistant in the magazine division of the Hearst Corp. where her responsibilities included organizing special events, gathering research and competitive magazine tracking. In her off hours, Cindy enjoys all outdoor activities, especially tennis and running.

■ ■ ■

Production Coordinator **Susanna Johnson** comes to Infotainment World after working as a graphic department supervisor at a Palo Alto, Calif., offset print shop. She will be involved with production for *GamePro*, *SWATPro* and *PCGames* and tracking and processing film submitted by advertisers. She has a BA in psychology and German from California State University/Sacramento and makes time for camping, photography, aquariums and German drama and literature.

■ ■ ■



Monroe

World Update

Reporter **John Monroe** is covering microcomputers for *Federal Computer Week*. He was formerly an editor at DataTrends Publications, Inc., writing about IBM and the network management markets for two newsletters. He has a BA in English from George Mason University and spends his off hours hiking, biking, rollerblading and cross-country skiing.

■ ■ ■

Senior Sales Representative **Scott Rosen**, based in Irvine, Calif., is developing business for *Network World* throughout Southern California, Nevada, New Mexico and Arizona. He previously handled marketing, leasing and tenant relations for two high-rise office buildings. Scott has a BS in business administration from the University of Southern California and counts scuba diving, sailing, volleyball and hockey among his interests.

■ ■ ■

Marlene Goldman has signed on as a copy editor at *InfoWorld*. She has a BA in journalism from New York University, where she also worked as a college radio copy writer and disc jockey. She enjoys free-lance writing in her spare time.

■ ■ ■

Owen Linzmayer has signed on as West Coast editor of *MacComputing*. He previously did free-lance writing as president of his own firm, Owen Ink. A graduate of Boston University with a BS in business administration, Owen enjoys cooking and tennis in his spare time.

■ ■ ■

InfoWorld welcomes two new regional managers to its sales organization. **Carol Fountain**, previously national accounts director at CMP Publications, is the new regional manager in New England, working with Vicki Gonin and Tania Howes. She'll also be handling sales in Eastern Canada. Outside the office she finds time for duplicate bridge and bicycling.

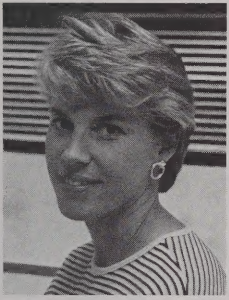
Stephen Martin joins *IW* as regional manager for the New York area. A 15-year veteran of high-tech advertising sales and sales management, Steve was most recently mid-Atlantic regional sales manager for Ziff-Davis' *Corporate Computing*. Prior to that he spent several years at CMP. He and his family live on Long Island.

■ ■ ■

Mouna Khabbaz has joined IDC China/Hong Kong as associate editor to *China Informatics* and *Hong Kong IT Focus*, both published in Hong Kong. She also assists with research activities in the China IT market, making her ability to read and speak Mandarin a great asset. Mouna has a BA in international relations and Asian studies from Tufts University and participated in a study program at Nanjing University in China in 1991. She previously worked at a consulting firm in California.

Chairman's achievers

Lisa Kirchoff
Promotion Director
Federal Computer Week



Kirchoff *World Update*

Federal Computer Week's annual awards and dinner program, the Federal 100, honors the 100 individuals from government and industry who have made a significant positive contribution to the effective use of IT over the past year.

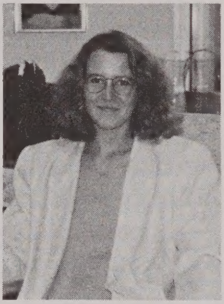
Lisa Kirchoff managed the event for the first time this April, handling promotion, corporate table sales, speakers, entertainment and overall logistics.

According to *FCW* President Ken Kaplan, previous Federal 100s had been ultimately successful but beset by planning problems and budgetary concerns. Under Lisa's direction, the event was sold out to a capacity attendance of 493, corporate table sales closed at a record 10% higher than last year, and *FCW* now has to explore a larger facility to accommodate demand. "Lisa managed the event to success with a minimum of distractions," Kaplan said. "Indeed, she 'insourced' many of the administrative functions, providing *FCW* with greater control at a lower expense and higher quality."

■ ■ ■

Abbie Lundberg
Associate Editor
CIO

CIO Editor-in-Chief Marcia Blumenthal and Managing Editor Lew McCreary nominated Abbie Lundberg as a Chairman's Achiever in recognition for her all-around talent, creativity and energy. "Abbie is truly a role model for the type of individual we should encourage to work at IDG," the two editors wrote. "She continually shines in the face of overwork and frequent deadlines."



Lundberg *CIO*

Abbie suggested the ideas for two new columns that *CIO* has implemented in the past few years, "The State of the Art" and "Working Smart," both of which have been well-received by readers, noted her nomination. "Abbie has excellent organizing skills and was one of the primary people responsible for implementing our editorial management procedures that allow us to work so successfully today," Blumenthal and McCreary said.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Matt Smith - Computerworld

ELEVEN YEARS
Deborah Waters-Colacchio - IDG

NINE YEARS
Doug Barney - InfoWorld
James Gold - IDC

EIGHT YEARS
Edward Foster - InfoWorld
Joan-Carol Brigham - IDC

SEVEN YEARS
Susan Egan - InfoWorld
Kate Ulrich - Macworld
Mary Brandel - Computerworld
John Robison - IDG
Jonathan Epstein - Multimedia World
Susan Egan - InfoWorld

SIX YEARS
George Glenn - IDG
Gary Anthes - Computerworld
Judy Dandison - World Expo
Frank Hahn - IDG Germany

FIVE YEARS
Susan Petrie - IDG

FOUR YEARS
Robert Peterson - InfoWorld
Janet King - IDG
Robin Robinson - Computerworld

THREE YEARS
Nicholas Petreley - InfoWorld
Clare O'Brien - Network World
Bob Merrick - IDG
Jay Sparrow - Computerworld
Derek Slater - Computerworld
Michael Fitzgerald - Computerworld
Deborah Clifford - IDC

TWO YEARS
Torsten Busse - InfoWorld
Allison Baker - InfoWorld
Jo Ann Masi - InfoWorld
Catey Truman - InfoWorld
Karen Rodriguez - InfoWorld
Carol Johnstone - Macworld
Andrew Ochrymowych - PC World
Glenna Fasold - Network World
Stephen Klett - Computerworld

ONE YEAR
Ron Hall - InfoWorld
Stephen Lawson - InfoWorld
Marisa Defay - Macworld
Michael Rogers - IDG
John Moore - GITG
Monica Sambataro - Network World
Lorene Connolly - IDG
Cara Wong - IDC
Bobbi Long - Publish
Anna Foley - Asia Computerworld

Do-er's profile

Zhao Chunyan

- **POSITION:** Managing Editor, *China Computerworld*

- **BEST PART ABOUT YOUR JOB:** Every day is something new.

- **WORST THING ABOUT YOUR JOB:** When I make a mistake in a story and it gets published.

- **FAVORITE FOOD:** Anything sweet.

- **FAVORITE QUOTE:** Nai de hu duo. (Rough translation: Don't sweat the small stuff; worry about what matters.)

- **DREAM VACATION:** Sweden

- **SKILL YOU WISH YOU HAD:** Speak fluent English.

- **SOMETHING YOU DO YOU WISH YOU DIDN'T:** Work too slowly.

- **WHAT DO YOU WANT TO BE DOING 20 YEARS FROM NOW?** Launching a new publication for IDG.

- **IF YOU HAD THREE WISHES, WHAT WOULD THEY BE?**
  1. A nice house.
  2. A personal car.
  3. Good health.

World Update

- **IF YOU WERE SUDDENLY RICH WHAT WOULD YOU DO?** Travel around the world.

- **IF YOU COULD HAVE DINNER WITH ANY HISTORICAL FIGURE, WHO WOULD IT BE?** Premier Chou En Lai.

- **MANAGER'S PROFILE:** "Zhao Chunyan is a dedicated, capable star of the Chinese computer community. She can always find a good story for *China Computerworld*."

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITORS
David Bromley • Gary Byrne • Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Dave Noble, IDC Australia
Susan Petrie, IDG
Amy Silberman, IDG

International audience boosts SunWorld Expo attendance in U.S.

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***InfoWorld*'s Jim Casella takes the On line helm**

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IDG and IDC France collaborate on IT forum

- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 24

JUNE 14, 1993

MACWORLD Expo/Milan builds on last year's success

IDG Italy

IDG Communications Italia's booth featured an array of the company's publications and attracted much attention during the show's four-day run.

Last month's MACWORLD Expo/Milan, targeted exclusively to professionals, improved on 1992's premiere show with "remarkable" results, said IDG Italy Managing Director **Brunello Bossi.**

Attendance increased by 45% to 8,700, the number of exhibitors jumped to 69, with an increase in booth space sold, and the number of seminars and conferences organized by the *Macworld Italia* editorial staff grew to 12 and attracted 1,260 participants.

Macworld President **Jim Martin** drew warm applause with his opening speech, carrying on his effort to address each MACWORLD Expo crowd in the local language for the first few minutes. Other industry notables on the dais included Soren Olsson, president of Apple Computer Europe and Guerrino de Luca,

-SEE PAGE 4

Multimedia World launches first CD-ROM

Multimedia World is taking orders for its first CD-ROM product, *The Guided Tour of Multimedia.* According to *Multimedia World* Publisher **Jonathan Epstein**, it is the first multimedia title ever produced that explains the new medium.

A joint venture with Zone Publishing, a leading multimedia training company in Irvine, Calif., the disk is a 20-hour course on all aspects of PC-based multimedia, including the technical fundamentals of multimedia, hardware/software needs and capabilities, and how to create multimedia presentations.

In addition to the course, the CD includes 80MB of graphics, sound and video clip libraries. The guide contains more than 300 screens, many of which incorporate multiple multimedia functions.

Multimedia World has marketed *The Guided Tour* directly — at $49.95 plus shipping/handling — through house ads, ads in other IDG publications and promotions at Comdex/Spring and the Consumer Electronics Show. Shipping should begin July 1. Later this month, the *MMW* staff is meeting with major distributors to

-SEE PAGE 5

SunWorld '93 attracts record crowd to San Francisco

IDG World Expo

San Francisco's mayor proclaimed May 10-13 "SunWorld Days" and sent a representative to the ribbon-cutting event. From left (World Expo employee unless noted): Mike Blackman, WE/Germany; Janet Morita; Norio Ojima, WE/ Japan; Bonnie O'Connor; Jody Roberts, Purdom Public Relations; Gabriella Reyes; Bob Norberg; Linda Mjelem, San Francisco Mayor's office; Scott Johnson, WE/Germany; Jim Povec; Sun President Scott McNealy; Brenda Cone; Mike Pomponio; Bill Sell; Sun employee; Bob Hodgson; Setsurou Tamai, WE/ Japan.

IDG World Expo's SunWorld '93 attracted more than 9,000 users, buyers, developers and resellers of Sun, SPARC and Solaris technology to San Francisco's Moscone Center May 10-13. Attendence, which was 14% higher than at last year's show, was boosted by an international audience representing 43 countries including Canada, Germany, Australia, France, Brazil, Japan, Korea and Mexico.

The show kicked off with a full day of in-depth tutorials, developed in association with Sun Microsystem's Educational Services, followed by three days of exhibits and conference sessions. The exhibition featured 198 companies, a 27% increase over last year. More than 80 new products were announced at the show, including the Sun Microsystems SPARCserver 1000 system, a midrange multiprocessor server.

"We achieved all of our sales and attendance goals," noted **Bonnie O'Connor**, account promotion manager for Sunworld '93. "Beyond that, we're thrilled with the overwhelmingly positive response that we've received from participants."

World Expo Corp. has changed its name to IDG World Expo to better tie into the name recognition enjoyed by its parent company. According to President/CEO Jim Povec, the new name "adds increased visibility to our expansion in the conference and exhibition areas and enhances our efforts to establish joint ventures with IDG publishing units and country managers."

World Expo's new Trade Mission program was tested at SunWorld with great success. The event hosted two Trade Missions; a Japanese delegation from Nihon Sun coordinated by IDG Communications Japan, and a Finnish delegation from Sun Microsystems Finland.

Kozo Hiramatsu, president of IDG Japan, brought a group of 72 people — 58 IDG readers from Nihon Sun and 14 IDG Japan staff, to the SunWorld show. In addition to attending SunWorld, the group also participated in a number of site visits including one at Sun Microsystems headquarters, led by President Scott McNealy.

The IDG Japan staff that attended was able to get a behind-the-scenes look at the way this show was put together, which will be of use as the company readies its second SunWorld show scheduled for next month in Tokyo.

Trade missions take shape

IDG World Expo has launched a new Trade Mission program designed to promote international group attendance at its conference and exhibitions in the U.S. and overseas markets. Trade Mission attendees will receive VIP status, which includes travel discounts, special interest exhibit hall and local industry tours and group coordination.

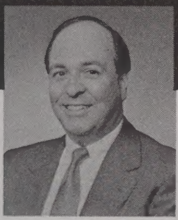
The Trade Mission program will be promoted within IDG to country managers, publishers and editors, as well as outside IDG to U.S. industry trade promotion organizations. IDG business units will receive a special discount off the admission price. This discount is invisible to the customer and translates into newfound revenue for IDG.

The Trade Mission program is designed to allow IDG publishing units an opportunity to foster closer ties with their current and prospective clients by hosting groups of customers at World Expo-sponsored events.

The program will also feature a VIP meeting service for overseas events whereby companies interested in establishing overseas operations can utilize IDG World Expo's services to set up private meetings with foreign ministers responsible for licensing new equipment and locating joint venture partner prospects in the host country.

For more information on conducting a Trade Mission, please contact Theresa Coffey via E-mail at T.Coffey.

On line



ASK JIM

Jim Casella, president and chief operating oficer of InfoWorld, *takes a turn as this week's guest columnist.*

Q Can you briefly describe your career path and how coming to IDG fits in?

A I began my career in publishing over 20 years ago with Meredith Corporation. Prior to joining IDG, I worked at Harcourt Brace, Capital Cities/ABC and cofounded the Game Player's publications. At Capital Cities/ABC I was the president and publisher of Compute Publications. We acquired Compute in 1983, and this was when I became involved with IT publishing. At the time we competed with several of the IDG publications in Peterborough, and later at Game Player's we competed with *GamePro*.

I came to admire the quality of the publications that Pat McGovern and the IDG team had built. I also find the IDG culture and philosophy of decentralization one that is very similar to Capital Cities/ABC and one that I find most conducive to publishing excellence.

Q How do you and Publisher/CEO Bob Metcalfe divide responsibilities for running *IW*?

A Bob, [Editor-in-Chief] Stewart Alsop and I function as a team. For example, to begin the planning process for FY'94 we came together to set the goals and objectives for InfoWorld Publishing Company. We then communicated these to the senior management team through our Operations Committee.

As in any good team, we each play a slightly different but complementary role. I focus on the advertising, business and operations side of *IW* and Bob and Stewart focus more on the editorial area. We all share a common goal of leading *InfoWorld* to the role of the No. 1 PC weekly!

Q How do you view the overall structure of your sales organization in terms of career path and the upward mobility of inside salespeople?

A Recently we recruited a new Vice President/Associate Publisher, Joel Deceuster. Both Joel and I believe in providing career paths for our best inside salespeople and sales assistants and have recently moved several into outside sales positions.

At the moment, though, facing a tough competitor in *PC Week*, we are adding several veterans of the computer publishing wars to engage our competitor. Most likely over the next 18 months it will be only the exceptional performer who will move from inside sales to outside sales. During this period we will continue to provide sales skills training to both of our sales teams.

Q How is *InfoWorld* performing this year?

A *InfoWorld* is experiencing a record year in profits in FY93. We have recently closed a record May, and we should deliver record operating profits that exceed our prior best year by $2 million. We were able to achieve this in spite of soft advertising sales in January and February because of yield improvement. We have certainly benefited from adhering to the guidelines associated with IDG's "Year of the Yield."

Q Why did *InfoWorld* pull out of ETA's CD-ROM product and sign a deal with Ziff-Davis's Computer Select?

A *InfoWorld* supported ETA's early efforts for an Enterprise Newsweekly Network (ENN) CD-ROM. We did this together with *Computerworld* and *Network World*, but our collective efforts were not as successful as we had hoped. We then determined our readers' needs could be best served by making *InfoWorld* available on Ziff's Computer Select.

Q Can you hint at any upcoming new business ventures?

A We will continue to expand our offerings of demographic editions of *InfoWorld*. We currently publish a NetWare edition as well as *InfoWorld Direct*. We plan to announce shortly demographic editions for the following operating systems: Windows NT, OS/2 and Unix.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Len Rust
IDC Australia

☐ Pat Ferrell
Infotainment World

IDG, IDC France team up to share survey results

IDG and IDC France collaborated to present the findings of an IDC survey at the 10th annual *Le Monde Informatique* forum in Paris this past April. The event highlighted the computer interests and purchasing intentions of managers interviewed at 1,100 French-based firms.

The 130 managers in the audience also heard panel discussions between computer suppliers and users on topics such as new worries for users, microcomputer user issues, networking policies, and users' behavior regarding new concepts such as client/server.

IDG/IDC France

(From left) Philippe Monnin, manager of IDG France's editorial staff, and Eric Occhs, executive vice president of IDC France, address the audience.

The forum, organized by **Elisabeth Richard**, assistant to *LMI* Publisher **Patricia Poupaërt**, was a natural extension of the ongoing cooperation between IDG and IDC France. Previously, *Le Monde Informatique* had held the event in conjunction with Ernst & Young. According to Poupaërt, plans are already being made for another *LMI*/IDC forum next year, and IDG has also conducted presentations on the survey findings for some of its main clients.

IDC's Bidal looks ahead

Gerard Bidal, CEO of IDC France, unveiled his top10 IT predictions for the next 12 months. Here are his top three picks:

1. Real downsizing will start within a year in France and will be a two-phase process. Presently we are in a preliminary phase where mainframes are still in use but left out of new applications. In the next phase mainframes will be surrounded by new platforms and progressively abandoned.

2. MIS control over user computing will not make a comeback, despite the fact that the explosion of LANs gives the impression that MIS power is back. Major IT purchasing behavior will continue to become increasingly centralized.

3. Facilities management will see its first troubles. Despite some spectacular contracts, this market is becoming very competitive, with too many actors, rapidly shrinking margins and substantial economies of scale difficult to reach except for a few players.

MACWORLD

- FROM PAGE 1

Apple's vice president and general manager of business markets/Europe.

The event garnered ample coverage in the local press, including a 30-minute television show exclusively about MACWORLD Expo.

Promotion for the show also spawned two editorial successes. The May issue of *Macworld Italia* reached the highest advertising market share ever. A separate special issue, which included the results of 101 tests of Mac software packages conducted mostly by the editorial staff, sold well with a cover price more than twice that of a regular issue.

IDG Italy reaped big gains from the special issue in more ways than just circulation revenue. The staff worked out a deal with a pre-press firm and a printing company to produce the issue at no charge, partially in exchange for a free ad page and an editorial.

In addition, IDG and the companies collaborated on a three day conference to demonstrate the magazine production process and new press equipment to 400 business managers.

IDG Italy

Tino Canegrati of Hewlett-Packard Italiana holds the Top 10 award his firm won for best Mac or DOS product launched in Italy in the past year, as voted by *Macworld* and *PC World Italia* readers. With him are Brunello Bossi (left), IDG Italy Marketing Manager Renato Gelforte and *Macworld* and *PCW Italia Editor* Giulio Ferrari.

Other MACWORLDExpo shows in place for '93 include Boston (August 3-6), Toronto (Sept. 20-22), Mexico City (Sept. 21-23) and Frankfurt (Sept. 30-Oct. 2).

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, June 14, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

INTERNATIONAL ADVERTISING ASSISTANT (IDG COMMUNICATIONS)

Working for the International Marketing Services, this individual will support the International Advertising Sales Manager and serve as the liaison between IDG International publications and U.S. clients. Requirements for the position are strong organizational and communication skills, as well as an aptitude for numbers and familiarity with the Macintosh (MS Word and MS Works).

ADMINISTRATIVE ASSISTANT (WORLD EXPO)

Primary responsibility of this position is to provide administrative and clerical support to multiple show managers. Specific duties will include: typing, answering phones, making travel arrangements, processing invoices, tracking budgets, and other show duties as assigned. Excellent communication and word processing skills, as well as working knowledge of Lotus 123 preferred. Must have the ability to manage multiple projects in a fast-paced working environment.

GRAPHICS SPECIALIST (COMPUTERWORLD)

The individual in this position will advise the writers and editors on informational graphics display. Responsibilities will include development of 4-color informational graphics and illustrations using the Mac II color system. Must be proficient in Cricket Graph and/or Delta Graph and Aldus Freehand. Ideal candidates must have at least one year work experience as a Macintosh artist; newspaper or magazine design experience a plus. A college art degree or design major with experience in color illustration and design. Willingness to work some overtime and ability to meet deadlines required.

SALES REPRESENTATIVE (INFOWORLD) 2 Positions

The person in this position will be responsible for prospecting and maintaining advertising space for the publication. The San Mateo representative will work with the demographic-editions team. The Chicago representative will work within the Midwest territory. Three to five years selling experience and knowledge in the computer industry required.

SALES ASSISTANT (INFOWORLD) 4 Positions

Responsibilities for these 4 regional positions will be to produce mailings and pricing information, transcribe results for database entry, prepare business offers for new accounts, as well as provide general administrative support. The ideal candidate will have excellent organizational skills and possess an eye for detail. Candidates must be client and service oriented with sales and administrative experience. PC and publishing experience a plus.

DEPARTMENT ASSISTANT (IDG BOOKS)

The person in this position will report to the Operations and Manufacturing departments and will handle special projects and administrative tasks as assigned. The ideal candidate will be a team player with good organizational skills. Previous experience as an administrative assistant is preferred.

PAGE LAYOUT TECHNICIAN (IDG BOOKS)

The person in this position will be responsible for taking text, icons and figure elements to create finished pages for books. Other duties will be to determine format and styles for books, revisions to books for reprint, work with the Production Coordinator and Project Editor to determine layout methods, as well as create icons and other design material. Knowledge of Mac and Aldus PageMaker required.

ASSISTANT SYSTEM ADMINISTRATOR (PC WORLD)

This individual will assist in the development and administration of professional online services. PC and Online administrative experience required. Knowledge of CompuServe and BBS software a plus; marketing experience preferred.

DIRECTOR OF MARKETING (MACWORLD)

The individual in this position will promote the magazine and it's position in the market by conceptualizing and implementing marketing strategies that will optimize long-term revenue opportunities. The successful candidate will develop and implement sales and editorial promotion programs and maximize value-added services. Experience in media or marketing with an advertising or high-tech company preferred. At least five years involvement in an intermediate to senior level position required.

Job Opportunities

Revised: June 14, 1993

Division	Title	Publication/Location	Contact Manager	Phone
IDG	Payroll Administrator	Framingham, MA	L. Connolly	(508)935-4791
IDG	Assistant to the VP of HR	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Research Analyst	Research Srvcs., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
IDG/C	International Advertising Ass't	In'l Marketing Svcs., Sausalito, CA	G. Pohlman	(415)331-7571
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Show Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)820-8160
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sales Assistant - P/T	Framingham, MA	S. Perry	(508)820-8160
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Advertising Account Coord.	Framingham, MA	K. Wallace	(508)820-7457
NWW	Sales Assistant - P/T	Irvine, CA	K. Schackel	(415)928-3589
NWW	Senior Correspondent	San Francisco, CA	M. Cornetta	(508)935-4734
LPC/PCW	Executive Assistant	Boston, MA	J. Criss	(617)422-8029
CIO	Sales Assistant	*CIO Magazine*, San Francisco, CA	J. Parsons	(415)398-8200
CIO	Senior Writer	*CIO Magazine*, Framingham, MA	L. McCreary	(508)935-4618
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
TMP	Circulation Promotions Mgr.	*Desktop Video World*, Peterborough, NH	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Sys Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Primary Rsrch. Mgr, Pers Sys	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Boulder, CO	D. Bernardi	(508)935-4361
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Sales Representative	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, New Jersey	D. Vieraitis	(415)572-7341
IW	Test Development Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Fluegleman Intern	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Department Assistant	San Mateo, CA	S. Behravesh	(415)286-0629
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	D. Vieraitis	(415)572-7341
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Advertising Traffic Coordinator	*PC World*, San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Administrative Assistant	*PC World*, Natick, MA	E. Sanderson	(508)820-0440x400
PCW	Summer Intern	*PC World*, San Francisco, CA	R. Furger	(415)978-3219
PCW	Associate Editor	*PC World*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
MAC	Account Manager	*Macworld*, San Francisco, CA	L. Holbrook	(415)974-7440
MAC	Account Manager	*Macworld*, Natick, MA	J. Flynn	(508)872-8600
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Project Coordinator	Integrated Media, San Francisco, CA	C. Learned	(415)974-7444
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Executive Assitant	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Production Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

IDG CORPORATE STAR PROGRAM

IDG is pleased to continue the Corporate Star Program! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results. Awards are granted twice a year at the IDG Holiday Party and at the Corporate Picnic. Up to three awards are granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection Committee.

- Accounting
- Chairman's Office
- President's Office
- Credit
- Finance
- Tax & Legal
- International Marketing Services
- List Services
- Marketing Services Division
- Research Services
- Human Resources
- Information Systems

Please use the nomination form on the reverse side to nominate an IDG Corporate employee who has provided exemplary service, teamwork or results for your operating unit. Corporate IDG employees can nominate other corporate IDG employees for this award Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **STARS** will be displayed in the corporate lobby.

Nominations must be submitted by **June 30 ,1993.**
Please use the form on the reverse side.

IDG CORPORATE STAR PROGRAM

The recipient of the Corporate Star Award will be selected from nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual IDG Summer Picnic on July 30, 1993.

EMPLOYEE NAME ______________________________

POSITION or TITLE ______________________________

DEPARTMENT ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS?**

NOMINATED BY:______________________________DATE:____________

All nominations must be submitted to Mary Cornetta, IDG Corporate Human Resources Department, 5 Speen Street, Framingham, MA by **June 30, 1993.**

MMW promotes new technology with multimedia pavilion at CES

Multimedia World made its mark at the Consumer Electronics Show (CES), held earlier this month in Chicago, by sponsoring a pavilion dedicated to the emerging technology.

While there were other multimedia vendors on the floor, *Multimedia World* resold a portion of the space at a lower price, and at a further discount to *Multimedia World* advertisers, which enabled 15 companies with multimedia-related products — from CD-ROM titles to sound and video boards to full multimedia PCs — to exhibit that may not have otherwise participated. *Multimedia World* added value to the 10" x 10" booth by including furniture, shelving, PC speakers and other items in the price. The large *Multimedia World* booth was in the center of the pavilion, and the staff offered a sweepstakes drawing to attract the attention of attendees and vendors.

World Update

Jonathan Epstein (left) chats with a speaker while holding the fort at *Multimedia World*'s CES booth.

"CES is becoming the premier show for retail multimedia, said *MMW* Publisher **Jonathan Epstein**. "We wanted to create a new forum that's accessible to as many vendors as possible. Since two-thirds of multimedia PCs went into consumer locations in 1992, it makes sense for us to have a big presence at CES. These companies [at the pavilion] turned to *Multimedia World* to increase their visibility with multimedia retialers and distributors as well as end users."

The pavilion concept was so successful with vendors and attendees that CES has granted *Multimedia World* the right to organize the pavilion at its next two shows.

According to Epstein, CES' relationship with *Multimedia World* is among the most extensive it has with any publication. Not only are the two companies working together on the pavilions, but they are also pursuing other areas of collaboration, including looking into a joint research study to analyze the retail multimedia channel.

GamePro hosts Chicago-area youngsters at CES

Earlier this month, as part of its fourth anniversary celebration, *GamePro* provided bus transportation and floor access for 300 members of the Boys & Girls Club of Chicago at the Consumer Electronics Show. The group got a preview of a multimedia future and had a chance to rate their favorite games at the show, the results of which will be published in *GamePro*. T-shirts, posters, and video tips tapes were all part of the package.

Said Infotainment World President Pat Ferrell, "This day gave a very deserving group of kids an opportunity to get better acquainted with an electronic entertainment environment through a hands-on educational, and fun, experience."

CD-ROM

- FROM PAGE 1

explore retail options.

"I can't overstate the amazing level of interest from retail distributors and OEMs," Epstein said.

Currently the disk is being bundled with various pieces of hardware, including 100,000 upgrade kits produced by one of the top three manufacturers of multimedia products. Talks are underway with other vendors.

"Bundlers are looking to add items that have serious value for their products and teach users how to make the most of their new equipment," Epstein said. "Our disk meets that need perfectly, and it further establishes IDG as a leader in IT-related CD-ROM title publishing."

Since the guide doesn't mention specific products by name but informs the user about multimedia fundamentals and basic kinds of technology, hardware/software vendors could choose to apply custom front-end demonstrations of their products to the disk. Vendors then have a highly effective promotional device, in addition to a value-added educational product.

"Everyone wants to promote the benefits of their products, so this potential is very attractive," Epstein said.

SIGNIFICANT ROI

Even at this early stage, Epstein estimates that *Multimedia World* should realize no less than a 10 to 1 return on its investment for the disk.

To earn additional revenue, *Multimedia World* has included advertising in the retail packaging of the disk. Eight advertisers signed on initially, including IDG's Emerging Technology Applications division, which received a discount rate.

Epstein expects to increase the number of advertisers in subsequent editions and explore collaborations with other IDG business units.

IDG's 10th Annual

International Photo Calendar Contest

Have you always wanted to see your work in print? Would you like to show off your talent ALL OVER THE WORLD? Enter your best photo in the 1994 IDG Photo Calendar Contest!

CONTEST RULES

☑ Submit up to two color or B&W glossy prints or 35mm slides.

☑ Entries MUST be clearly labeled with:

- your name
- business address
- telephone number
- photo title

Entries will be judged by a panel of IDG representatives who will choose the 12 outstanding photos for the 1994 calendar.

PRIZE$

1st Prize	US$250.00
2nd Prize	US$100.00
3rd Prize	US$ 75.00
$ Honorable Mention (9)	US$ 50.00

HOW TO ENTER

Please send entries to:

IDG Photo Calendar Contest
c/o Theo Guest or Kelly Lynch
IDG Human Resources
5 Speen Street, Framingham, MA 01701

Please refer questions to:
Theo Guest (508)935-4766 or Kelly Lynch (508)935-4416

Entries must be received by Aug. 31.
Photos must be submitted as developed; no retouching will be allowed.

Noteworthy!

TRANSFER

Previously Southwest account manager for *Publish*, **Scott Searles** has been named account manager for the same territory at *MacComputing*.

NEW EMPLOYEES

Cathryn Kelly has been hired as a senior tax accountant at IDG Framingham, helping prepare all of IDG's state and federal tax returns. Cathy recently held a similar position with Arthur Andersen in Boston. She earned a BA in economics from Boston College and an MS in accounting from Bentley College and spends her free time horseback riding and reading.

■ ■ ■

Monika Králová is assisting with internal and external public relations for IDG Czechoslovakia and helping with the organization of expositions. She attended Prague Technical University. Outside the office Monika enjoys skiing, traveling, reading good literature and being with her children.

■ ■ ■

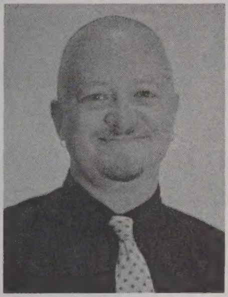
Victoria Martin has signed on as a graphic designer at *Federal Computer Week*. Most recently she was a graduate student in graphic design at the Savannah College of Art and Design. Victoria earned a BA in theater and art at Gettysburg College.

■ ■ ■

Hired in February as a free-lance production coordinator for *Sega Visions* and *GamePro*, **Michelle Buggy** has been hired fulltime and also received a promotion. She is now *Sega Visions*' custom publishing production coordinator. Michelle has a BA in industrial arts with a concentration in graphic design from San Francisco State University. Outside the office she enjoys 3D rendering and working with animation and multimedia.

Chairman's achievers

Kane Scarlett
Managing Editor
SunWorld


Scarlett *SunWorld*

In addition to his regular duties, Kane was responsible for the creation and production of the show guide and show preview for last month's SunWorld Expo. He designed both major pieces and worked with World Expo to pull together the disparate and quick-changing materials to meet two successive publication dates.

Last year, Kane managed the entire production of *SunWorld*'s Sun 10th Anniversary Commemorative issue. According to *SunWorld* Editor-in-Chief Michael McCarthy, Kane's attention to detail and willingness to pitch in at every crisis ensured that the issue arrived on time for distribution at Comdex with virtually no errors in production or copy — an extraordinary achievement.

"Kane deserves recognition for the often unheralded extra work he silently takes on," McCarthy said. "*SunWorld* owes a lot to his hard work, good judgment and good humor under duress."

■ ■ ■

Laura Stoll
Art Director
SunWorld

Stoll *SunWorld*

Laura's numerous achievements over the past year include collaborating on a new system of handling color separations electronically, thereby reducing turnaround time and saving the company at least $17,000 in cover and interior separation costs in 1993 alone. She also created the interior design and commissioned all artwork for the Sun 10th Anniversary Commemorative Issue, which earned *SunWorld* many accolades and continues to be widely distributed by Sun to its clients; greatly modified *SunWorld*'s cover to make it more businesslike; and designed all materials for the *SuperUser* and *Solaris Developer* newsletters in addition to her regular responsibilities.

"Laura Stoll is a gem," said Editor-in-Chief Michael McCarthy. "She has superior taste and knows what makes commercial art sell. Laura also knows how to take imprecise, half-articulated ideas from nonartists and translate them into 'what I meant' better than anyone we've ever seen, greatly reducing the cycle time from concept to finished art."

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Debra Sobin - IDG

THIRTEEN YEARS
Robin Silverman - IDG

TWELVE YEARS
Patricia Keefe - Computerworld

TEN YEARS
Derek Hulitzky - Computerworld

NINE YEARS
Carol Miller - IDC

EIGHT YEARS
Vicki Brown - IDC

SEVEN YEARS
Tom Moran - Macworld

SIX YEARS
Florence Battye - IDC Australia
Mark Stephens - InfoWorld
Maureen Preble - International News Group
Bob Brewin - GITG
Irmtrud Wegener - IDG Germany

FIVE YEARS
Debra Brown - IDG/CW
Patricia Walker - Computerworld
Paul Desmond - Network World
Susan Kusnic - Computerworld

FOUR YEARS
Nancy Robinson - CWDD
Michelle Beaulieu - Network World

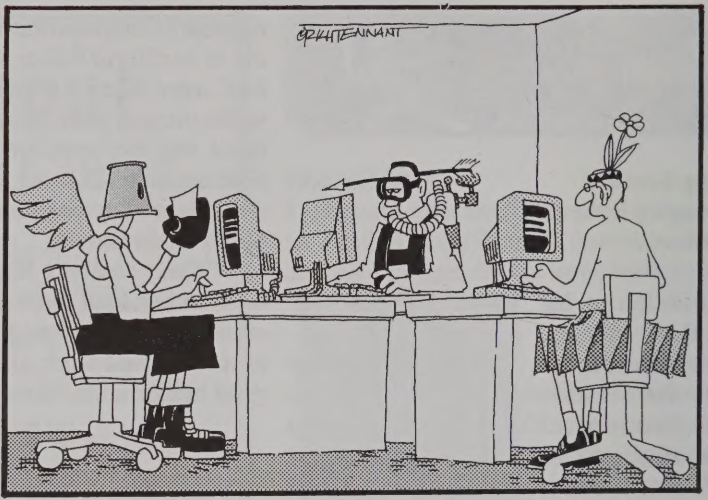
THREE YEARS
Andrew Everett - World Expo
Johanna Ambrosio - Computerworld
Gregory Cline - IDC Government
Jeannine Barnard - PC World
Bob Carrigan - PC World
Gerhard Layer - IDG Germany
Rosa Rodriguez - IDG Spain

TWO YEARS
Galen Gruman - Macworld
Peter Summersgill - Macworld
Mary Cotugno - Computerworld
Margaret McAdam - Computerworld
Bridget Cammarata - CIO
Thomas Gewecke - PC World
Dan Miller - PC World
Bernie Theobald - PC World
Marcella De Lillo - IDG Italy

ONE YEAR
Sabine Cooper - IDG
Rob Garretson - International News Group
Carol Perot - PC World
Gerard Chong - Asia Computerworld
Trevor Tan - Asia Computerworld
Jacklyn Lee - Asia Computerworld
Arthur Labridy - IDG France

Off line

Congratulations to all our enthusiastic caption contributors. Winner Richard Mergler will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.



The software team struggled with their character recognition program.

- Richard Mergler, IDG Australia

"Local Area Nutwork."
- Mouna Khabbaz, IDC ChinaHong Kong

NetWear.™
- Cameron Crotty, *Macworld*

"It says, 'Now press enter, and your virtual reality adventure will begin.'"
- Kathy Poppenhagen, *Publish*

"The note reads: 'Get a load of what Frank wore to work today.'"
- Paul Mercer, IDC Finance/Accounting

"It's a LAN — Loco Area Network."
- Simon Salamon, Link Resources

The scavenger hunt turned ugly as Larry, Moe and Curly abandon MardiGras to search for the hidden button bar.
Mary Bedarek, IDG BooksMidwest

Practicing safe SX, number 486.
- Jon Lesjak, IDG Australia

Virtual reality programmers at work.
- John Blair, IDC Australia

The creators of Unix, DOS and Windows.
- Marc Calvanico, *InfoWorld*

No matter what the three desperate workers did, nothing could make their main hard drive return.
- Brooke Burton, *CIO*

"I don't know about the two of you, but I like these new uniforms."
- Paul Smith, *InfoWorld*

IDG *World Update*

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Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes more than 190 newspapers and magazines in 60 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Thanks to the following people for contributing to this week's issue:

Brunello Bossi, IDG Italy
Jim Casella, InfoWorld
Theresa Coffey, IDG World Expo
Jonathan Epstein, Multimedia World

New look, expanded circulation top *GamePro's* plans
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CW Smithsonian Awards celebrate IT's contributions to society
- PAGE 5

Boston-area employees raise $35,000 in AIDS walk-a-thon
- PAGE 7

IDG World Update

VOLUME 23, NUMBER 25

JUNE 21, 1993

Bill Murphy stepping down

After 23 years, "it's the relationships I'll miss most"

World Update

Bill Murphy says he plans a gradual departure from IDG that will facilitate a smooth transition when a successor is named.

On **Bill Murphy**'s third day with the company back in 1970, **Walter Boyd**, then managing editor of *Computerworld*, invited him to lunch. As they waited for the meal to arrive, Walter leveled his gaze at the new company treasurer and intoned, "You leave me alone, and stay out of my operation."

Twenty-three years and almost 200 publications later, Murphy has decided to oblige. Last week, he announced that he will be stepping down as IDG's executive vice president/finance and heading into semi-retirement. Murphy plans to split his time between New England and Florida and will continue to be associated with IDG on a consulting basis.

"There comes a time when everybody has to do it," said Murphy, "but I've always dreaded this day. It's the people

-SEE PAGE 2

World Expo wins huge UniForum management deal

With just a two-and-a-half week window between initial preparation and final selection, IDG marshalled the forces of its exposition, publishing and marketing services divisions to land a multimillion dollar management contract to produce UniForum '94. The annual open systems trade show and conference, now in its ninth year, will be held March 23-25 at the Moscone Center in San Francisco.

IDG World Expo and the UniForum Association announced their collaboration last month. After eliminating Ziff-Davis, Reed Exposition Group and the Interface Group in the early stages, and Bruno Blenheim in a later round, the association selected World Expo over current producer PEMCO as UniForum '94's management team. World Expo will be responsible for marketing, public relations, attendees and exhibit sales, conference development, registration, operations and logistics for the next three years. UniForum will continue to be involved in conference development.

UniForum is the second largest computer event in San Francisco after

-SEE PAGE 4

Murphy

- FROM PAGE 1

I'm going to miss most," he said. Within hours of announcing his retirement, Murphy's E-mail box was flooded with messages. "That was nice," he said.

Reflecting on a career that began in a basement office with a ground-level view of a parking lot at a time when the entire company could gather in a single room, Murphy noted that it has been "a truly unique experience, one never to be duplicated elsewhere." Although he toyed with the idea of leaving several times early on — "They just weren't listening to me. No one wanted to hear bad news. Everyone was so caught up in the excitement and early success of the company," — ultimately, he too was hooked. "It was a small company that just seemed to keep growing and growing. I had to stay to see what was going to happen next."

What happened first was that the company almost disappeared. Early in 1970 the U.S. economy began to falter. "In May and June, we watched a number of our advertisers and their agencies go under. Finally, in August and September, we began to make the dramatic cutbacks that saved the company," said Murphy. "It was a critical time; the company was so small, we could have just gone away."

But ultimately, said Murphy, that crisis may have been a saving grace. "We learned a big lesson about operating in a declining economy that has served us well through the years."

Years, noted Murphy, that have been filled with highs, lows and a lot of laughs. Among some of the more memorable:

- The day he opened the window of his basement office to get some air and instead found the room filled with black smoke as a woman parked outside the ground-level window gunned her engine.
- The board meeting back in 1972 at which he and Walter locked horns over how many vacation days Walter's secretary had taken that year.
- The night Pat McGovern rode a camel into the ballroom of the venerable George V hotel in Paris to kick off the Computer Caravan's European tour. Upon passing by a long table laden with food for the huge crowd gathered for the event, "the camel stuck out its tongue and scooped up about a $1,000 worth of hors d'oeuvres."
- Watching in horror as two pilots-in-training approached his Kenyan Airways plane bound for the Seychelles where IDG's first International Managers Meeting was scheduled to take place in a hotel room with six people in attendance. "I turned to Walter Boyd and said, 'I think our chances of making the meeting just got slimmer.'"
- The *Computerworld* review meeting that lasted from 8 in the morning until just before midnight. "We had breakfast, lunch, dinner and pizza at 10 that night. By the end, Ted was tracing his hand on a piece of a paper and one of the presenters was upstairs sound asleep."

InfoWorld Direct alters circulation strategy

Beginning with its July issue, *InfoWorld Direct* will become a demographic edition of *InfoWorld*, targeting 100,000 regular *IW* subscribers who spend close to $500,000 annually to buy PC and networking products for their companies. While dropping its circulation somewhat from its own list of 109,000 subscribers, *IW Direct* will now tap a reader base with more buying clout. The publication will now be polybagged with *InfoWorld* at the end of each month.

***IW Direct* will continue its magazine format and carry editorial content that is separate from *IW*. In addition to the circulation change, *IW Direct* will no longer carry reviews, since *IW*'s test lab covers that territory.**

"The upside is that there'll be more space to concentrate on the business issues of buying computers — that's always been the core of the magazine," said *IW Direct* Editor-in-Chief George Bond. "There'll be more features, case studies on how and where to buy smart, and up-to-date street pricing."

GamePro's plans include new look, partnerships

A new look and expanded direct distribution with strategic retail partners all add up to make this summer an eventful one for *GamePro*.

For the June issue, *GamePro* unveiled its annual updated design to reflect new graphic techniques and treatments. The new look includes a four-column format that makes use of additional screen shots, a user-friendly font style and new corner graphic elements for each game system section.

GAMEPRO
JURASSIC PARK!

The June issue also marked *GamePro*'s new effort to expand direct distribution into 726 KayBee toy stores, 314 Wherehouse Entertainment outlets and 144 West Coast Video locations across the U.S. as part of its continued circulation growth strategy.

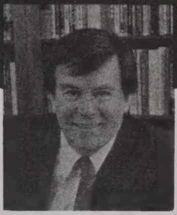
According to Publisher **John Rousseau**, the expansion is another example of bringing advertisers closer to where customers purchase games and hardware.

In the August issue, *GamePro* will team up with BLOCKBUSTER Video in the first of several joint promotions with major retailers and consumer goods companies. The grand prize for the "Super Boys of Summer Baseball Sweepstakes" is a trip to Miami and seats to a Florida Marlins baseball game.

Correction

Last week's photo of the SunWorld Expo show team mistakenly identified *SunWorld* Publisher Bruce Gray as an unidentified Sun employee.

On line



ASK PAT

Q Will the recently announced $1.6 billion aid package to Russia have any effect on IDG or our investment there?

A The $1.6 billion aid package is only from the U.S. Globally, aid to Russia during the next 18 months should exceed $10 billion. Although a great deal of this aid is in food and basic consumer goods, a part of it will assist in financing the formation of new companies, particularly in growing markets like technology. This will increase the number of advertisers in our computer publications in Russia.

Q Do you think you will ever write a book?

A From time to time, book publishers ask me to author a book about the IDG story or about building a global enterprise network. Right now, there are too many exciting new projects and activities going on to divert time to doing a book. Perhaps 1999 will be a good time to look back on what IDG has achieved during the past 35 years.

Q Have you considered acquiring or starting a publication that relates to non-technical fields?

A One of IDG's corporate values is to be dedicated to our mission of information services for information technology. We see so much opportunity in the IT field based on new technology, new countries and new subject areas to cover that we have our hands full with excellent opportunities. I don't see the need or the desirability to enter into businesses outside of the IT field. However, as IT becomes pervasive, playing a key role in all types of products, services and activities, it would be hard to conceive of a subject that we could not cover from the viewpoint as to how information technology affects it beneficially.

Q In a recent *Boston Globe* article, the reporter asserts that IDG's motivation for launching computer publications in lesser-developed countries derives from a "sense of mission" — increasing the quality of life for people all over the world. How rewarding is this from a business point of view? Do the publication licensing fees from a country like Kenya cover our costs to support the licensee?

A The majority of our advertising revenue comes from the 100 largest companies in the IT industry. These companies are seeking to participate in the emerging high-growth markets found in developing countries. Therefore, they applaud and financially support IDG's initiative in being a pioneer in establishing computer publications in the lesser-developed countries which are now on a fast-track to enter the information age.

And, yes, our license fees do cover all our costs to support the licensee, and then some.

Q I recently joined IDG, and I have heard talk about it going public. Many people believe IDG's privately-held status is one of the clearest advantages it holds over many of its competitors. Spared the constant demand of public shareholders and stock analysts for maximum short-term earnings, IDG can pursue strategies and policies oriented more towards long-term results. Our attractive benefit package, and the international expansion so central to our strategy for growth are two of the many characteristics that are possible specifically because we do not have the short-term earnings pressure of a public company. How serious is IDG considering going public?

A The primary reason why a company would go public is to raise capital required to support its growth.

IDG has cash resources approaching $100 million and no bank debt. Our borrowing capacity is about $500 million. So, we have more than ample working capital available to us to support our continuing growth and development. Therefore, we have no need to make a public stock offering, and we are not considering doing so.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Len Rust
IDC Australia

☐ Pat Ferrell
Infotainment World

UniForum

- FROM PAGE 1

MACWORLD Expo and is one of the largest IT shows in the U.S. More than 34,000 attendees and 375 exhibitors with 1,400 to 1,500 booths are projected for next year's show.

"The open systems market is an essential market for IDG to be involved in," said World Expo President/CEO **Jim Povec**. "This agreement gives IDG World Expo a major role in what is a very crowded trade show field. The relationship with the UniForum Association and the major open system vendors paves the way for World Expo to roll out more open systems events worldwide," he added.

> *"UniForum is moving into new directions as an association. We're partnering with the leading high-technology show management team because we are serious about doing everything possible to support the growth and proliferation of open systems."*
>
> - Richard Jaross, UniForum

Based in Santa Clara, Calif., UniForum is a nonprofit vendor independent association for users, developers and vendors of open systems. Since 1981 the association has been a forum for the promotion and exchange of information about the benefits of open systems and related hardware, software, applications and standards. UniForum has 77 corporate sponsors and 7,000 members worldwide.

"UniForum is moving into new directions as an association," said Richard Jaross, UniForum's newly appointed executive director. "We're partnering with the leading high technology show management team because we are serious about doing everything possible to support the growth and proliferation of open systems."

Bill Sell, vice president of planning and operations at World Expo, reiterated Jaross' views.

"Open systems products, services and companies are positioned to grow immensely over the next decade. We're looking forward to working with the UniForum team to produce a tradeshow that builds on UniForum's reputation and the growing momentum of the open systems arena," he said.

Nowadays, launching a wholly owned show from the ground up and hoping it will become universally recognized as the industry leader is not only difficult but very expensive, Sell said. The easiest way to make an impact in some markets is by partnering with others, as World Expo has done with Object World and Enterprise '93 (see related story this page).

CROSS-BUSINESS-UNIT VENTURE

According to Sell, this was the first time IDG has pitched an exposition project with so many of its business divisions. "World Expo was the sales lead, but we had lots of assistance from the Marketing Services Division," he said. "**Val Landi**, **Jay Lampus**, **Greg Titus** and **Chris McAndrews** helped put together our presentation materials, and Val was at the presentation, as was [*SunWorld* Editor-in-Chief] **Michael McCarthy**. [World Expo National Sales Manager] **David Ferrante** also assisted with the preparation and the presentation itself."

UniForum '94 will continue to involve IDG-wide participation beyond the initial sales pitch, Sell added. Just after IDG World Expo was awarded the UniForum contract, **David Card**, IDC's director of Unix systems, attended a retreat in California to help shape the conference portion of the program. "We're also looking at show dailies, advanced show information publications [sources of ad sales, exhibitor and attendee leads, etc.] and other ways to build in other business unit participation," he said.

Cathy Gibson, show manager for Enterprise '93, has been named show manager for UniForum '94, and **Janet Morita** is conference director. The rest of the show team will be drawn from the staff of other World Expo events, and there will be additional hires.

World Expo takes lead in open systems market

The UniForum '94 management contract signifies IDG's domination of the worldwide open systems trade show market. IDG is now involved in SunWorld Expo/San Francisco and Tokyo, Unix Expo/Oslo, UNIX Fair/Tokyo, UnixWorld/Mexico City, and the Enterprise '93 show in Boston, which is co-hosted by the Open Software Foundation, Bull Worldwide Information Systems and MIT.

"IDG's portfolio places us in several high growth markets, with more shows than any other producer," said World Expo Vice President of Operations Bill Sell, adding that the array of open systems shows complement each other.

"IDG doesn't have a horizontal Unix publication in the U.S., but many of our publications can benefit greatly from access to the exhibitors. *Sun World* covers advanced workstation users on the Sun, SPARC and Solaris platforms, and SunWorld Expo caters to buyers, developers and resellers of the same technology. UniForum targest business and technical users of the various open systems platforms, and Enterprise '93 targets senior level executives."

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, June 21, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

SENIOR EDITOR (COMPUTERWORLD)

This is a high-level writing and reporting position that works for the news editor and the technical sections editor. This individual should have considerable knowledge and established contacts in various areas of information technology and information systems. Requirements for this position are five years reporting on high technology, preferably with a weekly or daily publication. Candidates should be highly motivated and able to generate weekly high-quality news stories and analysis for our technical sections.

ACCOUNT EXECUTIVE (COMPUTERWORLD) 2 Positions

Responsibilities in the Product Classified Advertising sales area would include territory revenue management and goal attainment. The successful candidate will demonstrate a proven track record in telephone sales and a desire to grow within the business. Classified advertising sales experience in a computer publication is a plus.

MAILROOM / FACILITIES ASSISTANT (COMPUTERWORLD)

The individual in this position will be responsible for delivery and pick-up of mail from the Post Office, sorting and delivery of inter-office mail, managing inventory, ordering office supplies and general maintenance with regard to office furniture, moves and any other specific requests. The candidate must have a valid Massachusetts drivers license.

ADVERTISING SALES REPRESENTATIVE (TECH MEDIA)

This person will be responsible for sales, service and development for the publications mail order, partial and classified advertising space throughout the United States on Desktop Video World. Strong communication and negotiation skills plus a familiarity with the computer marketplace are necessary. Prior sales experience is required.

ASSISTANT TO DIRECTOR OF ADVERTISING SALES (A+ PUBLISHING)

Responsibilities in this position will include providing support in all administrative facets of advertising sales including administrative operations, information management and special products. Some travel involved. The ideal candidate will be articulate, creative and have the ability to manage multiple tasks in a fast-paced environment. B.A. degree preferred.

ADVERTISING BILLING COORDINATOR (IMI)

The person in this position will be responsible for preparing the billing of advertising assigned for various IMI publications utilizing the OMNI database system. Other duties will include maintaining advertisers accounts and contract files.. The individual will check, correct and update advertiser rates and frequencies as well as processing credits and debits. Must be proficient with the Mac and familiar with Excel. Familiarity with Omni Billing System or other billing system a plus.

Job Opportunities

Revised: June 21, 1993

Division	Title	Publication/Location	Contact Manager	Phone
IDG	Payroll Administrator	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Research Analyst	Research Srvcs., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
IDG	International Advertising Ass't	Int'l Marketing Svcs., Sausalito, CA	G. Pohlman	(415)331-7571
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Show Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)820-8160
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
CWPI	Mailroom Assistant	Framingham, MA	R. Ciliberto	(508)820-8150
CWPI	Account Executive	Framingham, MA	D. Hulitzky	(508)820-8705
CWPI	Senior Editor	Framingham, MA	P. Gillin	(508)620-7724
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sales Assistant - P/T	Framingham, MA	S. Perry	(508)820-8160
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Advertising Account Coord.	Framingham, MA	K. Wallace	(508)820-7457
NWW	Sales Assistant - P/T	Irvine, CA	K. Schackel	(415)928-3589
NWW	Senior Correspondent	San Francisco, CA	M. Cornetta	(508)935-4734
LPC/PCW	Executive Assistant	Boston, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	*CIO Magazine,* Framingham, MA	L. McCreary	(508)935-4618
A+	Asst to Dir.of Ad Sales	*A+ Publishing* / Peterborough,NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing,* Northwest	G. Lodge	(603)924-0392
TMP	Advertising Sales Rep.	*DesktopVideoWorld,* Peterborough, NH	G. Lodge	(603)924-0392
TMP	Circulation Promotions Mgr.	*DesktopVideoWorld,* Peterborough, NH	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Sys Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Primary Rsrch. Mgr, Pers Sys	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Sales Representative	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld,* Chicago, IL	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld,* Chicago, IL	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld,* New Jersey	D. Vieraitis	(415)572-7341
IW	Test Development Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Fluegleman Intern	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	San Mateo, CA	D. Vieraitis	(415)572-7341
PCW	Ass't System Administrator	*PC World,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Advertising Traffic Coordinator	*PC World,* San Francisco, CA	N. Maudsley	(415)978-3310
PCW	Administrative Assistant	*PC World,* Natick, MA	E. Sanderson	(508)820-0440x400
MAC	Director of Marketing	*Macworld,* San Francisco, CA	C. Crawford	(415)267-1757
MAC	Account Manager	*Macworld,* San Francisco, CA	L. Holbrook	(415)974-7440
MAC	Account Manager	*Macworld,* Natick, MA	J. Flynn	(508)872-8600
MAC	Sr. Associate Editor/Features	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
IMI	Advertising Billing Coordinator	Integrated Media, San Francisco, CA	K. Greene	(415)978-3274
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Executive Assitant	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Production Manager	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

Stan Barouh

The National Building Museum was once again a magnificent setting for the awards program.

CW honors IT's most creative minds at Smithsonian Awards

The people who created society's best uses of information technology in 1992 held center stage earlier this month at the fifth annual Computerworld Smithsonian Awards Program in Washington, D.C. More than 850 industry leaders, nominees, IT professionals and guests attended the black-tie event that celebrates the positive impact IT has had not only on business but on all aspects of human endeavor.

"These winners illustrate some of the best examples of how IT can be applied to solve difficult problems and achieve benefits for mankind unattainable just a few years ago," said IDG Chairman **Pat McGovern**.

McGovern and *CW* Publisher **Gary J. Beach** hosted the event along with representatives of the Smithsonian Institution; Cable News Network talk show host Larry King was this year's emcee.

The award winners represent the most innovative uses of technology in 10 industry categories. Winners were chosen by judges renowned as experts in their respective fields and were selected from among 50 finalists and an initial group of more than 400 nominations. The winning applications will be included in "The Information Age: People, Information and Technology," a permanent exhibition at the Smithsonian Institution in Washington, D.C.

1993 CW Smithsonian Award Winners

Business and Related Services
McKesson Drug Company of San Francisco, Calif., for its Spokane, Wash., distribution center's Acumax application that tracks merchandise through the warehouse cycle.

Eduation and Academia
The Center for Applied Special Technology of Peabody, Mass., for its Gateway Program that uses multimedia technology to help children with disabilities to learn.

Environment, Energy and Agriculture
The Environmental Resources Information Network of Canberra, Australia, for its information system that provides critical environmental information to decision makers.

Government and Nonprofit Organizations
The Los Angeles (Calif.) County Department of Public Social Services for its Automated Fingerprint Reporting and Match System that helps reduce welfare fraud.

Manufacturing
United Technologies Corp.'s Sikorsky Aircraft Division in Stratford, Conn., for its IMPACT II application that integrates business, engineering, manufacturing and finance functions.

Media, Arts and Entertainment
The U.S. Holocaust Memorial Museum in Washington, D.C., for its use of interactive multimedia to depict the events of the Holocaust.

Medicine
Rensselaer Polytechnic Institute of Troy, N.Y., for its Adaptive Current Tomography application used to create images of the human body's interior.

Science
The Pittsburgh Supercomputing Center of Pittsburgh, Pa., for its use of supercomputing technology to simulate the interaction between proteins and DNA.

Transportation
Baystate Shippers, Inc., of Boston, Mass., for its COMMAND Rail Information System that uses information total quality management for rail users and customer service.

Chip Simons

The winners assemble for a curtain call. Six industry luminaries were also honored with Lifetime Achievement Awards.

Stan Barouh

Gary Beach holds talkmeister Larry King spellbound during a break.

Noteworthy !

PROMOTIONS

Leslie Gibby, formerly an executive assistant, has been promoted to office services manager for IDC Government. Leslie will take on additional operational functions and serve as the local contact for day-to-day HR questions and new employee orientations. "Leslie stepped in and took on many more tasks than what were in her original job description, and now she has a well-deserved title to match her responsibilities," said Vice President of Operations Arline Clements.

■ ■ ■

Maureen McCann has been named marketing specialist in the marketing department of IDG World Expo, where she will continue to support promotional efforts for ComNet '94 and independently coordinate several ComNet projects such as the marketing opportunity kit and the show guide.

"Maureen's efforts to streamline the budget/invoice tracking process, to coordinate our numerous mailings, and her team spirit, among other things, have been greatly appreciated," said Promotion Manager Judy Dandison.

NEW EMPLOYEES

IDC Government welcomes Production Assistant **Lisa Fisher**, who most recently was working at a real estate company handling property management and administrative work. A native of Minnesota, she studied public relations and communcation at the College of St. Benedict and the College of St. Thomas and is also a certified travel agent. Lisa enjoys spending time outdoors, especially fishing and rollerblading.

Fisher *World Update photos*

■ ■ ■

Steven Kleege is working with Analyst Jennifer Scholze as an intern with IDC's software group, where he will be assisting with various research projects. He graduated this spring from Hartwick College with a BA in economics. Outside the office, Steven enjoys working out and listening to music.

Kleege

■ ■ ■

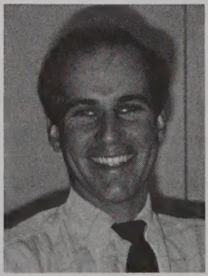
As a staff writer for *Network World*, **Christine Burns** will be working in the LAN group covering Banyan and IBM in the areas of OS/2, LAN Server and AIX. She previously split her time between being a news correspondent for the *Middlesex News* and an administrative assistant to Mass. State Representative Christopher Hodgkins. Christine earned a BA in English from Fairfield University and enjoys various athletic pursuits in her free time.

Burns

Further south, **Bill Burch** has joined *Network World* as correspondent in the Washington, D.C., bureau, and he'll be editing the "Global Services" section. He recently worked at Capitol Publications editing *Telecom Data Networks* newsletter and writing for *Telephone Week* and *Enhanced Services Outlook*. Bill has a BA in computer science from the University of California/Santa Cruz and an MA in journalism from the University of Missouri.

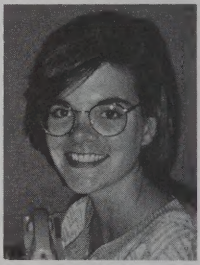
■ ■ ■

Stewart Deck and **Lisa Ryan-Bonfantino** have been hired for newly created positions at the IDG International News Group. Stewart is dividing his time three ways, assisting with the IDG PR Service, Lotus Newsletters and general News Group operations. Before moving to Boston in the fall, Stewart was associate editor at the *C-ville Review*, an arts and entertainment newspaper in Charlottesville, Va., and handled a local radio station's satellite feed and commercials during Baltimore Orioles baseball games. He has a BA in English from the University of Virginia and spends his free time camping, fishing and enjoying baseball.



Deck

As business administrator, Lisa handles accounts payable, consolidating monthly financial reports and monitoring the record-keeping and invoicing of all licensees. She recently was a free-lance desktop publisher at Alpha Graphics and before that managed the retail services division at Harvard University's Office for Information Technology. Lisa has a BA in English from Boston University and enjoys cross-country skiing amd hiking.



Ryan-Bonfantino

■ ■ ■

IDC West welcomes **Laura Segervall** as senior analyst for workstations and high performance systems. She recently held a similar post at Dataquest. Laura holds a BS in mechanical engineering and an MBA from the University of Utah and enjoys windsurfing, mountain biking and walking on the beach.

Address Change

***PC World Ecuador* has relocated:**

Av. Patria 640
3er. Piso
Edif. Patria
P.O. Box 17-07-8787

Telephone: +593-2-220854
+593-2-507248

Fax: +593-2-220855

Boston-based employees collect $35,000 to fight AIDS

More than 65 Boston-area employees, along with family, friends and pets, braved damp conditions earlier this month to participate in the annual AIDS Action Committee's 10-kilometer walk-a-thon. The IDG team raised just under$35,000, including matching grants and a $5,000 donation as a corporate sponsor, to help in the fight against AIDS.

IDG

Human Resources Administrator Kelly Lynch and IDG Headquarters Operations Manager Donald Young hold the corporate banner as some of IDG's walkers — and riders — prepare to mobilize.

For the second consecutive year, **Madeleine Spencer** of IDC raised the most money of any employee. The sales operations and U.S. administrative coordinator will be awarded a Boston Harbor dinner cruise on the *Spirit of Boston* with round-trip transportation by luxury limousine.

Restaurant gift certificates will go to World Expo Show Director **Robin Andreola**, the second place winner, and to IDG List Services President **Deb Goldstein**, who finished third.

Boston-area steering committee members for this year's walk were Marketing Coordinator **Nicole Kassel** of IDG Headquarters, who had overall responsibility for the logistics; *Networld World* Mailroom Operations Supervisor **Scott Finlay**, IDG HR Training Coordinator **Theo Guest** and HR Administrator **Kelly Lynch**. Round-trip bus transportation between Framingham and Boston was generously provided by IDG World Expo with the help of Vice President of Operations **Bill Sell**.

Business unit team captains who distributed and collected pledge sheets were **Amy Silberman**, IDG HQ; **Sally Reinfeld**, Five Speen Street; **Walter Manninen**, *CIO*, **Patty Faherty**, *Computerworld*; **Colleen Hurley**, ETA; **Patrick Gorman**, IDC; **Deb Goldstein**, IDG List Services, **David Sanders**, IDG Research, IMS, *PCW Lotus Edition* and *InfoWorld Direct*; **Maureen Page-Preble**, IDG News Group; **Scott Finlay**, *Network World* and **Peter Minor**, World Expo, who designed the artwork for the back of the IDG T-shirts.

This year, IDG and Lotus Development Corp. challenged each other to raise a combined total of $125,000 and fell just shy of the mark at a most respectable $95,000. Lotus also gave the top five IDG fundraisers a free software package, and IDG offered the Lotus counterparts *Network World* subscriptions and a gift pack of IDG marketing promotion items.

The engraved silver "Walk Trophy Bowl," given to the business unit that collects the highest average amount of money per employee, will be awarded after other business units complete the AIDS walks in their regions.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Therese Bergstrom - IDC

THIRTEEN YEARS
Cynthia Delany - Computerworld

NINE YEARS
Richard Buroni - Computerworld
David Peterson - Computerworld

FIVE YEARS
Lois Leuthner - IDG
Catherine Thacker - IDG
Nancy Kowal - Computerworld

FOUR YEARS
Maryfran Johnson - Computerworld
Susan Simmons - PC World
Pierre Mangin - IDG France
Francisco Sanchez - IDG Spain
Lynne Kavish - Infotainment World
Patrick Ferrell - Infotainment World
LeeAnne McDermott - Infotainment World

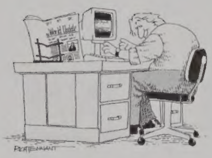
THREE YEARS
Patrick Crotty - InfoWorld
Rose Phillippe - IDG France

TWO YEARS
Karyl Scott - InfoWorld
Patricia Owen - PC World

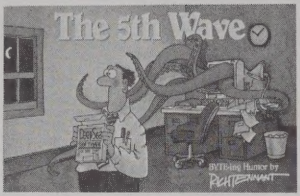
ONE YEAR
Dorothy Aylward - IDG Books
Laila Bratland Carlsen - IDG Norway

Off line

Win Your Own



or

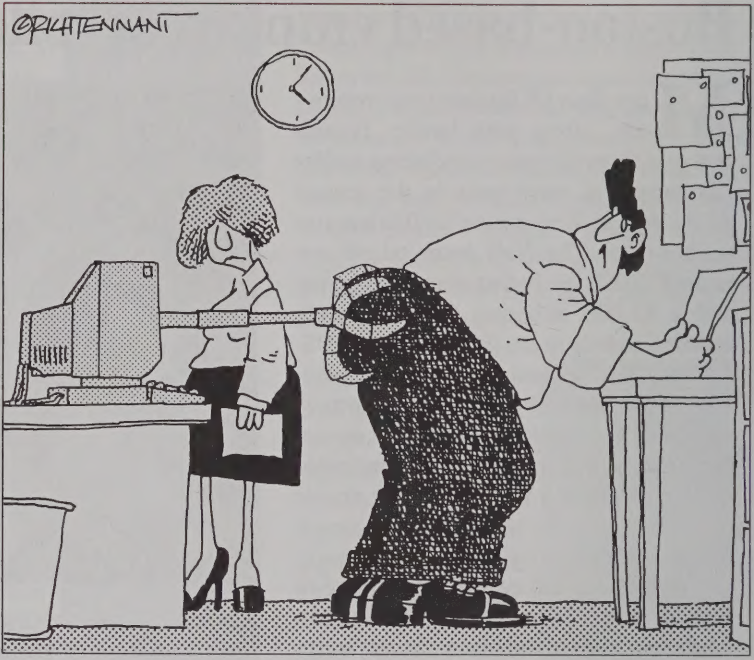


Off line T-Shirt **5th Wave cartoons**

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, July 20. The person with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave.* Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!



IDG World Update

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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with more than 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update,* International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDC Benelux steps into the On line spotlight
- PAGE 3

Sales managers address areas of common concern
- PAGE 4

Triumph in trivia test and win breakfast on *World Update*!
- PAGE 8

IDG World Update

VOLUME 23, NUMBER 26

JUNE 28, 1993

MPI draws rave reviews from participants

World Update

Participants and presenters from the West Coast MPI (seated from left): Deb Guilfoyle, Mard Naman, Susan Rogers, Jeff DeBalko, John Sieling, Rob Garretson, and Laura Stoll. Standing from left: Jim Martin, Linda Holbrook, Bernie Theobald, Kim Clark, Greg Mason, Jennifer Ramirez, Don Best, Ellen Holms, Kimitaka Usui, Shelly Ginenthal, Francis Mao, Lori Hitchcock, Martha Stephens and Mark Cappel. Not pictured is Cathy Baskin.

Editorial. Advertising sales. Circulation. Production. Those cornerstones of the publishing process, along with an examination of the importance of business management and leadership skills in the success of a publication, were the core components of the West Coast Management Publishing Institute (MPI), held earlier this month in Oakland, Calif.

Managers and senior-level employees from IDG's publishing, books, research and corporate business units gained an inside look at the publishing process during the two-day overview. Like their

-SEE PAGE 5

Infotainment World targets grown-up gamers

What's mostly male, 18-36 years old and spends its lunch hours checking out the latest in electronic gadgetry at the local Sharper Image?

Give up? It's the target audience for Infotainment World's newest publication, *Electronic Entertainment*. The monthly publication, the first to target the $1 trillion consumer market for high-end PC games, interactive TV and multimedia entertainment products, debuted at this month's Consumer Electronics Show (CES) in Chicago. The premiere issue is scheduled to hit the stands the first week of December with a cover price of $3.95. The publication, which will incorporate *PC Games*, will average 200 pages and have an initial circulation — primarily newsstand — of 100,000, according to its newly recruited editor, **Gina Smith** (see story page 2).

Electronic Entertainment
Interactive TV
3DO
500 Game Winning Strategies
The Ultimate Holiday Buyer's Guide

"Any and everything that is involved with electronic entertainment falls under

-SEE PAGE 2

Gina Smith signs on as editor of *Electronic Entertainment*

If enthusiasm alone could ensure the success of a publication, then *Electronic Entertainment* will be a sure-fire hit when it debuts this December. But just in case, newly appointed Editor-in-Chief Gina Smith also brings along an impressive array of journalistic credentials.

Whether jumping up to retrieve a mock-up of the publication's first cover or coming around her desk to show off the first issue's dummied up table of contents, Smith keeps up an ongoing — and animated — account of her new project.

"We're getting over 100 calls a day from vendors who've heard about this book through the grapevine," she says. "After a while you can get tired of writing about the newest DOS version or the latest PC. This is just so exciting. It's so new; there's nothing like it out there, and we have a gut feeling that the timing is right."

Most recently senior editor at Ziff-Davis' *PC/Computing*, Smith is also a regular columnist for *The San Francisco Examiner and Chronicle Sunday Edition*, with a circulation of more than 1,000,000. As an adjunct to her new position, she will continue to write the "Inside Silicon Valley" column, where she has broken a number of major industry stories, including 3DO inventor Trip Hawkins' plans for the new technology. In 1992, she won second place in the Computer Press Awards for best news story in a general interest publication.

For the past three years, Smith has written and edited numerous news stories, product reviews and features for *PC/Computing*. She conceived and authored the "PC/C Update" column, a round-up of product developments and software/hardware news, and also wrote a monthly column on the effects of upcoming technologies and trends.

World Update

"We're going after the kind of guy who was first on his block to have a cellular phone," said *Electronic Entertainment* Editor Gina Smith, describing the book's target audience.

Previously, Smith was a senior writer with *PC Week*, where she broke major stories in the microcomputer market including the IBM/Microsoft rift, Microsoft's Windows 3.0 plans and IBM's future PS/2 and Microsoft's Windows NT strategies.

Smith is the author of *Building Applications With Toolbook*, published by Simon & Schuster's Computer Books Division in 1991. Her articles have also appeared in *Wired*, *Upside*, *California Lawyer* and *Corporate Computing*.

"It is a major coup for us that Gina agreed to head up the editorial team for our publication," said Patrick Ferrell, president of Infotainment World. "With her background in interpreting all aspects of high technology and electronic entertainment, Gina gives us the depth of understanding and insights we need to cover an exploding field and to place new developments in perspective for today's consumers.

"Best of all, she is a positive, energetic, dynamic and fun person to have on our management team," he added.

Publication

-FROM PAGE 1

Infotainment World's charter," noted Vice President **John Rousseau.** "Our research told us that an opportunity existed for a higher end entertainment book [than *GamePro*] targeting the convergence of computers and entertainment. We discussed the idea with **Pat [McGovern]**, **Gordon Haight** and **Dan Orum** last fall, and decided the time was right."

The editorial content of *Electronic Entertainment* will span the entire spectrum of consumer offerings, including PC and Macintosh games, multimedia accessories, interactive CD titles, as well as coverage of the emergence of interactive TV, 3DO and other 32-bit technology.

> ***"Multimedia World and New Media dabble in entertainment, but their focus is business applications for multimedia products. Our focus is interactive electronic entertainment."***
>
> **- Patrick Ferrell**

"We believe we've found a very large niche that needs a focused publication," said **Patrick Ferrell**, president of Infotainment World. "The consumer market, as related to entertainment, has no targeted source of information. Publications like *Multimedia World* and *New Media* dabble in entertainment, but their primary focus is business applications for multimedia products. Our focus is interactive electronic entertainment, which has been driven by consumer and advertiser want and need for such a magazine."

Initial industry response to the publication has been even better than expected, noted Smith. "We went to CES expecting to drum up some early support for the magazine," she said. "Instead, we got inundated with queries from a lot of excited companies. There's nothing like this out there, and they all wanted to know how they could get involved."

On line

ASK LIESBETH

Liesbeth Ruoff, managing director of IDC Benelux, takes a turn as guest columnist this week. Based in Amsterdam, IDC Benelux has a staff of 15 and handles IT market research in the Netherlands, Belgium and Luxembourg. It is also home to the European Network Expertise Center, one of 10 IDC expertise centers located throughout Europe.

Q How long have you been with IDC Benelux? How has the office and its project focus changed over the years?

A I started working with IDC Netherlands in 1989, when we only had eight staff members. Our team of 15 is now known as IDC Benelux, and we'll celebrate our 10th anniversary next year.

In 1989, it was very clear that we had to expand beyond the development of standard local research. Our biggest competitor at the time, Heliview, was more than twice our size and had a well-developed standard research program that cost much less than ours. With the help of all the staff we developed our vertical markets research program for a variety of industries, our product program and our PC and distribution research all on the local Dutch market. In my second year, local research alone was responsible for more than 90% of our bookings and revenue compared to 60% the previous year.

As the market changes, we are adapting our products to meet these changes. Clients are increasingly asking for more specialized niche information, and we are able to quickly respond with customized reports based in part on our large volume of standard research. Today, our data collection and research in vertical and product markets is completely standardized and comparable with worldwide IDC research.

This year we have been conducting our local PC and printer research in cooperation with GfK, a market research firm specializing in dealer-related prices, products and distribution. Through this partnership we put our strengths together: GfK does the data collection and we do the market analysis, which is now produced bi-monthly — more frequently than before. So far our joint products are perceived in the market to be very strong and helpful market instruments.

Q What is the European Network Expertise Center?

A Two of the Benelux staff make up the European Network Expertise Center. Pim Bilderbeek, our most senior employee with seven years at IDC, heads the team, and Jose van den Berg joined us this past February. The center was established last October not only to meet client needs for access to European information and research in this area but also to meet IDC's requirements to provide coordinated, regional research in the technical communication area. The staff focuses on LANs and network services and works closely with LINK Resources, the communication group of Kim Myhre and Gigi Wang at IDC U.S., and local analysts in Europe.

Q Who are your customers, and what's your office's operating style?

A The majority of our clients are company offices with European headquarters in another country, therefore their information requirements are local and both of a strategic and tactical nature. Various clients and prospects have expanded during the past few years by takeovers or mergers, and we find that they are now becoming mature companies that can no longer do without professional market research, such as the RCC-Group, Getronics and Triple P. In these instances we have to convince a whole group of managers to select IDC.

We are very close to our clients in terms of distance (10 to 30 km) and in terms of relationships. Because of the size of our operation, we can be more flexible in meeting the needs of the clients in different ways, like our joint relationship with GfK in providing PC information. Like many small IDC offices, we work closely with each other, since each member of the team has a unique role in product and country coverage.

However, some of our working patterns may seem a bit different to people from the U.S. For example, lunch is held around the kitchen table where everyone chips in to buy the groceries. We only take about 15 minutes to eat. Everyone here speaks at least two languages, and products for the Netherlands market are written in Dutch, with all others written in English.

Q What's the competitive environment like, and how does IDC Benelux compare?

A As I mentioned, several years ago we had strong competition but now there are fewer competitors, and we have a very good position in the marketplace. Our main competitors are Heliview and the Gartner Group, but IDC Benelux is frequently quoted in the press and is widely regarded as the industry expert.

Q What new projects are you taking on in 1994?

A Areas of growth include increased penetration of the Belgian and Luxembourg markets (where we have no competition) and working toward ISO 9000 compliance, which is a quality standard soon to be mandatory for doing business with many of our clients. [Companies that meet the ISO 9000 guidelines set up by the International Organization for Standardization can use the certification to promote their business.]

Fax your questions for regular guest columnists Pat McGovern, Walter Boyd and Bill Murphy to 617-423-0712.

Sales management meeting tackles tough issues

Provides forum for increased cross-business-unit cooperation

IDG's third annual Sales Management Conference featured a strong agenda, a casual think-tank environment, an opportunity to work through some difficult issues with fellow sales executives from different publications, and a few days of typically gorgeous California weather. So said the 20 advertising sales executives representing 11 U.S. IDG business units who convened last month in Santa Cruz, Calif.

The two-and-a-half-day conference generated lots of constructive exchange in some of the most important areas affecting IDG's sales organizations. It was part of the ongoing series of cross-company meetings organized around functional responsibilities and featured an array of speakers and discussion leaders drawn from the ranks of IDG, as well as outside the company.

The agenda was developed with input from a number of senior sales executives and publication presidents, including **Shannon Dolan** of *Macworld*, **Jim Hussey** of *Federal Computer Week*, **Kevin McPherson** of *Computerworld*, **John Rousseau** of Infotainment World, **Bernie Theobald** of *PC World*, **Tom Wilson** of *Network World*, **Jim Casella** of *InfoWorld* and **Jim Martin** of *Macworld*.

CONFERENCE HIGHLIGHTS

The meeting provided participants with the opportunity for both information sharing and decision making. Some highlights included the following:

•**Advertising Panel Discussion.** Martha Felt of Novell, Ellen Freeman of Freeman Associates and Cindy Giller of Hodskins, Simone and Searls participated in a panel discussion moderated by *InfoWorld* Associate Publisher **Joel Decuester**. They provided an insightful client perspective on the sales process in general and IDG in particular (See accompanying story, this page). The discussion set a "listening to the customer" tone that persisted throughout the balance of the conference.

• **Sales Training.** *PC World* Publisher **Rich Marino** and IDG Vice President Human Resources **Martha Stephens** presented the preliminary findings of the EAOC Sales Training Committee and sought recommendations from the sales managers regarding alternative approaches for training in selling skills, information technology and a standardized sales presentation.

• **Technology.** *IW* Publisher and CEO **Bob Metcalfe** led a discussion designed to familiarize attendees with the enormous range of technical terms coming into popular use with IDG clients. The discussion evolved into an exchange regarding where IT is headed and further underscored the need for technology education for sales personnel.

• **Marketing Services Division.** MSD President **Kelly Conlin** solicited feedback for improving Key Account contract negotiations and provided an outline of current and proposed actions for ensuring that MSD and IDG's sales organizations were working well together.

•**Lotus Notes. Jim Casella,** *IW* president, with the support of **Jeff DeBalko** and **Jeff Eckert** of *IW*, led a review of how Lotus Notes is becoming increasingly important to the way in which IDG is conducting business. They demonstrated how an effective application of Lotus Notes can provide all books with a competitive selling advantage.

According to Bob Miller, IDG organization consultant and meeting facilitator, the meeting provided strong support

Excerpts from advertising panelist presentations

SALES PROCESS

• Figure out how or why your publication is important to the client. Bring research on the marketplace. Bring information regarding the client's niche and how the client's competitors are doing. Don't just bring a media kit; the sales rep needs to add real value.

• Be assertive and persuasive — don't just say "take it or leave it." Be a graceful loser; maintaining the relationship gives you the chance to win the next time around.

• Be accountable. If you have a client meeting with an action item, make sure it gets done. Follow up action items are remembered by the client and provide a great opportunity for another contact.

IDG'S STRENGTHS

• The primary strength of IDG is IDG. You have a research arm, a global perspective, a full range of publications, an exposition business. Your buying research is particularly impressive. You need to market your own strengths.

• Decentralization, bottom-line sensitivity and direct customer contact are all good. You need to reflect how this impressive array of corporate strengths helps you meet your client's needs rather than letting separateness between the business units get in the way.

• Make the publication come alive. The Computerworld 100 awards program is an excellent example of how to make each of your publications a living, breathing entity.

SYNDICATED RESEARCH

• Comparability is the key. The media community has been very frustrated by the lack of comparability between existing studies and research both domestically and overseas. The trend to syndicated research is very important, and we expect it to continue.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, June 28, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

AP DATA ENTRY (IDG)

This position requires 2 or more years data input experience of accounts payable vouchers and check processing. Input accuracy, completion within weekly processing deadlines and an ability to work with the Accounting department staff are key elements of this position.

ADMINISTRATIVE ASSISTANT (WORLD EXPO)

The individual in this position will support the entire Marketing Department. Specific skills include: word processing, Lotus 123, and proofreading. Duties will involve updating budgets, tracking invoices and coordinating multiple tasks for a variety of people. Office experience necessary, Bachelor's degree preferred.

MARKETING SPECIALIST (WORLD EXPO)

The person in this position will assist the Promotions Manager with proofreading and copy editing, handling budget administration, managing advertising schedules, ad orders and trafficking, as well as database development, gathering show information maintaining project schedules and promotion planning.

PUBLIC RELATIONS SPECIALIST (WORLD EXPO)

Responsibilities for this position are to develop, implement and evaluate public relations programs for assigned events to ensure quality pre-show, during show and post-show press coverage. Specific duties include: writing copy for press releases, serving as a public relations contact for exhibitors, acting as the liaison between event and public relations agencies and consultants, developing and maintaining press databases, as well as promoting events to the media through press tours. This individual will report to the Promotion Manager. Three to five years experience preferred.

SYSTEMS SPECIALIST (CIO)

The individual in this position will be responsible for providing systems administration, hardware and software support as well as setting system-strategic objectives in a PC and MAC environment. This newly created position reports to the Director of Finance. The ideal candidate will have at least 2-3 years experience in systems administration and support.

ASSISTANT EDITOR (A+ PUBLISHING)

Responsibilities will include assisting the Editor-in-Chief writing a monthly News and New Products section of the magazine and a quarterly feature article, as well as maintaining editorial product and press release libraries and databases. A Bachelor's degree in journalism and 2 years publishing experience are preferred. The ideal candidate will have excellent writing skills and be familiar with the operation and markets for Apple Macintosh computers.

MARKETING DIRECTOR (INFO WORLD)

This individual will be responsible for the management of all marketing services, including marketing communications, events and sales support. Additional duties will include budget management, managing strategic positioning and publication marketing direction, as well as industry and public relations and ad agency direction.

MANUFACTURING MANAGER (IDG BOOKS)

Responsible for the manufacturing process of the books, this individual will negotiate and facilitate vendor contacts and relationships, establish formal structures and procedures for creating a strong manageable infrastructure and facilitate the timely delivery of manufactured goods.

EXECUTIVE ASSISTANT TO THE PUBLISHER (IDG BOOKS)

Responsibilities include general clerical and office management duties. The ideal candidate will have excellent organizational and project management skills, be detail oriented, have a positive attitude and excellent communication skills. Computer literacy, word processing and database experience a must, ability to use spreadsheet and desktop software publishing a plus.

ACCOUNT MANAGER (MACWORLD)

This person will pursue all advertising opportunities through creative and imaginative sales techniques while maintaining a professional and consistent performance in fulfilling all sales goals, as well as service and maintain all advertising after sales is made. Several years of sales experience, familiarity with computer products and marketplace, and publishing process required; negotiation and communication skills necessary.

ASSOCIATE EDITOR - FEATURES/NEWS (MACWORLD)

Duties for this position are to conceive, assign, write and edit feature articles, news or columns as required and to serve as technical resource to staff in area of expertise. Three or more years of experience in computer journalism, and at least 2 years feature editing and writing experience required. Knowledge of Macintosh industry, hardware and software, as well as good communication, interpersonal and project management skills required.

EDITOR - REVIEWS (SUNWORLD)

The individual in this position will manage the reviews process and Advanced Systems Test Center personnel to ensure that *Sunworld*'s reviews are useful to its readers. Familiarity with the advanced computer systems industry and applications, ability to manage reviewers and test center staff, strong editing skills and ability to meet deadlines required. Candidate should have a technical background in UNIX, good communication skills and the ability to work well with others.

TELEMARKETING REPRESENTATIVE (INFOTAINMENTWORLD)

The primary responsibilities will include qualifying leads, generating interest, setting appointments for outside sales reps and closing business. A proven track record in telemarketing sales required, consumer/publishing industry telemarketing experience a plus. Macintosh experience desired.

NATIONAL ACCOUNTS MANAGER (INFOTAINMENTWORLD)

This individual will create effective sales strategies and establish aggressive sales targets to maintain the growth of the magazines. Additional responsibilities will include meeting the advertising revenue targets set for the top 20 domestic accounts. The ideal candidate will have at least 5 years advertising sales experience, preferably in the computer publishing industry. Excellent communication skills required; 50-60% travel.

Job Opportunities

Revised: June 28, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	AP Data Entry	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG	Associate Research Analyst	Research Srvcs., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Operations Analyst	MSD, San Francisco, CA	L. Morgan	(415)705-6427
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Marketing Specialist	Framingham, MA	S. Perry	(508)820-8160
WEC	Public Relations Specialist	Framingham, MA	S. Perry	(508)820-8160
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Show Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)820-8160
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Senior Correspondent	San Francisco, CA	M. Cornetta	(508)935-4734
LPC/PCW	Executive Assistant	Boston, MA	J. Criss	(617)422-8029
CIO	Systems Specialist	*CIO Magazine*, Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	*CIO Magazine*, Framingham, MA	L. McCreary	(508)935-4618
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Exec (2)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Facilities Support	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sales Assistant - P/T	Framingham, MA	S. Perry	(508)820-8160
A+	Assistant Editor	*MacComputing*, Peterborough, NH	G. Lodge	(603)924-0392
A+	Ass't to Director of Ad Sales	Peterborough, NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
TMP	Advertising Sales Rep.	*Desktop Video World*, Peterborough, NH	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Sys Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Primary Rsrch. Mgr, Pers Sys	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Marketing Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, New Jersey	D. Vieraitis	(415)572-7341
IW	Flueglemen Intern	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Exec. Ass't to Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Department Assistant	San Mateo, CA	S. Behravesh	(415)286-0629
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
MAC	Account Manager	*Macworld*, San Francisco, CA	L. Holbrook	(415)974-7440
MAC	Account Manager	*Macworld*, Natick, MA	J. Flynn	(508)872-8600
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Advertising Billing Coord.	Integrated Media, San Francisco, CA	K. Greene	(415)978-3274
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Production Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Manufacturing Mgr.	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	SW Region Account Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Vice President, Marketing	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

for achieving the level of cross-company rapport and open, constructive dialogue among the sales managers that has become the norm among the company's publishers and division presidents. "This will not distract from the book-focused achievement needs and goals of the individual sales managers," noted Miller, "rather, it will reinforce an exchange of ideas and information that can help each book be more successful."

> *The meeting provided strong support for achieving the level of cross-company rapport and open, constructive dialogue among the sales managers that has become the norm among the company's publishers and division presidents.*

Most important, Miller noted, the 20 attendees actively engaged with the speakers and each other in a manner that ensured that suggestions and ideas were heard and exchanged, and all participants had the opportunity to learn some things and accomplish some things during the course of the conference (see box at right).

Key conference conclusions

CUSTOMER FOCUS

- **Never underestimate the power of understanding our customers.**
- **Put more focus on our customers' needs and less on our competition.**
- **The buying process requires that we understand our customers' company hierarchy and culture.**
- **Our customers want value-centered information; know their business and their industry.**

SALES TRAINING

- **We need to continue to improve the preparation and training of our sales people.**
- **We need sales training that fits within the IDG culture for all books.**
- **Education in IT needs to be accelerated; editors and IDC need to be involved in this effort.**

MSD

- **Developed an appreciation and understanding of MSD and its mission.**
- **We need to make MSD an extension of our books' sales staff.**

IDG

- **Put more focus on IDG's strengths; capitalize on them.**
- **Understand IDG's culture and how to optimize its support for sales success.**

SYNERGY

- **We can work together.**
- **There is power in the synergy potential between books.**

SELECTIVE BINDING AND PRODUCTION

- **It is important to understand both production and selective binding as they relate to sales opportunities, challanges and problems.**

LOTUS NOTES

- **There is great value in using an integrated information system (Lotus Notes) to provide us with a competitive selling advantage.**

Participants

Meeting participants included: Kelly Conlin, MSD; Nancy Coy, *Macworld*; Joel Deceuster, *InfoWorld*; Shannon Dolan, *Macworld*; Rick Espinoza, *Computerworld*; Sandy Fibish, A+ Publishing; Joan Flynn, *Macworld*; Steve Frick, *NeXTWORLD*; Linda Holbrook, *Macworld*; Joe Kerwin, *InfoWorld*; Val Landi, MSD; Greg Mason, *PC World*; Kevin McPherson, *Computerworld*; Ian Ross, *InfoWorld*; Beverly Schneider, *Macworld*; John Sieling, *GamePro;* Mark Tausig, *PC World*; Harry Versen, *SunWorld*; Neal Versen, *Publish*; Tom Wilson, *Network World.*

MPI

-FROM PAGE 1

counterparts on the East Coast, who attended the first MPI in April, attendees heard from a range of in-house experts on the key functional areas.

According to **Susan Rogers**, human resources director at IDG corporate and organizer of the MPI, participants view the heavy reliance on IDG employees as presenters as one of MPI's major strengths. "We hear over and over again that the IDG-specific framework of the presentations along with the expertise of the presenters themselves is one of the most valuable aspects of the program," Rogers said.

MPI was developed in response to requests from business unit presidents and publishers who wanted a scaled down version of the annual week-long Publishing Institute for their mid-level employees. Participant feedback plays a key role in shaping future sessions, noted Rogers. "A number of attendees at the first MPI suggested that the session leaders should solicite input from attendees regarding what they would like to see addressed within the general framework of MPI. So, this time, that's what we did, and the sessions really reflected the attendees specific areas of interest."

To date, 37 people have attended MPI. Two more sessions will be held this fall.

Noteworthy !

NEW EMPLOYEES

Kelli Walton will be assisting with the design and layout of *CIO* in her new role of design associate. She is a recent graduate of Simmons College, where she earned a double degree in graphic design and advertising. Kelli takes time out for rollerblading, skiing and cross-stitch embroidery.

■ ■ ■

Carol Gockenbech has returned to the IDG fold as an administrative assistant working with *Publish* Regional Sales Manager Tom Hernandez in the Chicago-area office. She previously had a similar job with *CIO* for three-and-a-half years until the regional sales operation closed last year. Carol has a BS in corporate fitness with a business management minor from Western Illinois University and makes time for skiing, walking and outdoor activities.

■ ■ ■

Toni Clayton has signed on full-time with *Network World*'s direct response advertising staff as an account executive selling ads for the Marketplace section. She previously worked part-time at IDG Communications Research while finishing her degree in marketing, communication and entrepreneurial studies from Babson College. Outside the office, Toni enjoys mountain biking, reading and performing in community theater.

Clayton World Update

■ ■ ■

Tracey Capen has returned to IDG after serving as a senior editor at *Corporate Computing*. He now holds a similar post at *InfoWorld*, where he is in charge of networking reviews. In the four years before joining *Corporate Computing* Tracey was a lab technician and associate editor at *InfoWorld*. He has a BA in zoology from the University of California/Berkeley and enjoys woodworking and windsurfing.

■ ■ ■

Federal Computer Week welcomes **Joan Donahue** as its advertising representative for the New England and eastern Canada. She continues to run her own advertising consulting business, The Donahue Company, and has more than 20 years' experience in the region's advertising community on the agency and client sides and in sales for Cahners and CMP publications. Joan makes time for skiing, sailing and enjoying the company of friends.

Donahue FCW

■ ■ ■

H. Leigh Davis has joined IDG Books' Indianapolis offices as a project editor, where she'll be editing and working on the development of future titles. She recently held similar responsibilities as a senior editor at Que Corp. Leigh has a BA in journalism and Russian literature from Indiana University and lists photography, writing and "cheap travel to off-beat locations" as her outside interests.

Davis World Update

■ ■ ■

Sarah Klein is working part-time as an editorial intern for *PC World*'s "Consumer Watch" column, researching topics and following up on reader inquiries. She is pursuing master's degrees in journalism and Asian studies at the University of California/Berkeley.

■ ■ ■

Jean-Claude Joseph, Jr., is a new credit analyst at IDG, working with *PC World*, *Network World* and the Integrated Media publications. He was previously self-employed as a financial advisor and stock broker. An athlete, political activist and member of the NAACP, Jean-Claude has a degree in economics and sociology from Brandeis University.

Joseph World Update

■ ■ ■

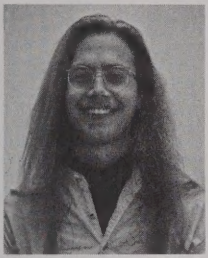
Paul Mason has joined IDC's Software Research Group as manager of the Data Center Software Program, where he will be concentrating on writing research and working with colleagues in other areas to profile environments, issues and strategies for information access, distributed database and client/server computing. Before joining IDC, Paul was manager of computer services at Charles River Associates. He has a BS degree from Bath University in England, an MS in aerospace engineering from the University of Toronto and a doctorate in transportation systems from the State University of New York/Buffalo. Paul enjoys reading, especially English history and aerospace-related material, and listening to a broad range of music.

Also at IDC, **Linda Myers-Tierney** has signed on as a senior consultant with the Workgroup Applications Systems Group. As president of her own company, she previously was a consultant to technology vendors and industry analysts, including those at IDC, and spent 13 years at Digital Equipment in various marketing, sales and financial management posts. Linda has an MBA from Suffolk University and is active in many community and human rights organizations. She enjoys skiing, gardening and Victorian home restoration.

Myers-Tierney World Update

Chairman's achievers

David Burnette
Features Editor
SunWorld


Burnette SunWorld

"David not only took on a new job at *SunWorld* six months ago, he also accepted the challenge to execute a half-formed idea for a newsletter for system administrators dubbed *SuperUser*," said Editor-in-Chief Michael McCarthy.

Instrumental in refining the initial concept, David found authors, made assignments, selected and edited the content without supervision and spent time analyzing the market.

SunWorld was able to meet an ambitious schedule and published the premiere issue March 29. "The professionalism of the content and its delivery on our advertised promises enhances *SunWorld*'s reputation and helps bond it more closely to one of its core audiences," McCarthy said. "IDG has found a winner in David Burnette."

Christine DePedro
Electronic Production Artist
SunWorld

DePedro SunWorld

Christine designed and implemented the layout for *SunWorld*'s first special-interest newsletter, *SuperUser*, in addition to her regular layout responsibilities. The effort was especially challenging due to the numerous details that had to be settled for the first issue and an unanticipated delay in getting editorial copy for the second issue, thus causing the newsletter production to crash into the magazine production schedule.

"Christine not only worked extra hard to ensure that she met the deadlines in spite of these problems, but she also ensured that we produced the highest quality newsletter possible," said SunWorld Editor-in-Chief Michael McCarthy. "*SuperUser* has a highly professional appearance that legitimizes *SunWorld*'s move into this market [of system administrators]. Christine's efforts also helped us control our ramp-up costs for this test launch."

To nominate someone for the Chairman's Achiever program, managers should request a nomination form from the Chairman's office, fax number 617-859-8642.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Christine Hiehler - IDG Germany

TEN YEARS
Bernie Hockswender - Computerworld

NINE YEARS
Ole Hansen - IDG Denmark

EIGHT YEARS
Egon Margraf - IDG Germany

SEVEN YEARS
Cathy Abes - Macworld
Norman Morey - Computerworld
James Falanga - IDG
Ken Hoyt - IDC
Helmut Sedlmeier - IDG Germany
Renate Regnet-Seebode - IDG Germany

SIX YEARS
Cathy Langhaar - Macworld
Faith Marcello - Computerworld
Jutta Zimmermann - IDG Germany

FIVE YEARS
Michelle Wong - Asia Computerworld
Lawrence Manuel - Integrated Media
Laura Guerin - PC World
Harald Brechtl - IDG Germany
Ute Ritter - IDG Germany
Søren Kargård Nielsen - IDG Denmark
James Shannon - InfoWorld

FOUR YEARS
Dody Keefe - IDG World Expo
Jan-Bernd Meyer - IDG Germany
Hans-Albrecht Simon - IDG Germany
Jennyfer Banach - IDG France
Fabienne Guebin - IDG France

THREE YEARS
Milissa Koloski - IDG Books
Tobias Siebert - IDG Germany
Daniel Maier - IDG Germany
Petra Hermann - IDG Books
Julio Vial - IDC U.K.
Torben Bjørn Sørensen - IDG Denmark

TWO YEARS
Andrea Pasini - IDG Italy
Enrico Lotti - IDG Italy
Ornella Fusina - IDG Italy
Per-Otto Lekare - IDG Sweden
Angelique Förster - IDG Germany
Sabine Hauptmann - IDG Germany
Irene Helfenbein - IDG Germany
Isabelle Waiblinger - IDG Germany
Regina Andrea Wolff - IDG Germany
Claudia Jachtmann - IDC U.K.
Hervé Labatut - IDG France

ONE YEAR
Donna Welsh - Infotainment World
Paul Kelly - PC World Hong Kong
Justin Then - Asia Computerworld
Norhasimah Hashim - PC World Malaysia
Ronald Byrne - Asia Computerworld
Eileen Faber - IDG World Expo
Kate Comfort-Harr - PC World
James Shepherd - Integrated Media
Anne Merkelson - Integrated Media
Scott Laughlin - PC World
Tom Hsieh - PC World
Andreas Borchert - IDG Germany
Philip Reischl - IDG Germany

ITrivia ???

Win coffee and doughnuts (or cafe au lait and croissants or tea and crumpets) for your department or work group!

Simply answer these 10 questions (collaboration is encouraged!) and mail or fax them to *World Update* at 41 West St. Boston, MA 02111; fax: 617-423-0712. Be sure to include everyone's name on your entry.

***World Update* will buy breakfast for the first three groups whose entries are selected in a random drawing of all correct entries received.**

Send your answers by Tuesday, July 20. The correct answers and the three winning groups will be announced in the July 26 issue of *World Update*.

Have fun and good luck!

What's your IT IQ?

1. The word modem is formed from what two words?

2. What is a FLOP?

3. Which of the following did Bill Gates not do: drop out of Harvard; program the PDP-10; or have a 1,000-person 25th birthday party?

4. What book about computers won a Pulitzer Prize?

5. What was the first computer magazine: Computers and Automation, Datamation or Computerworld?

6. Was the Whetstone, a measure of computing performance, developed in the U.S., the U.K. or France?

7. APL is a high-level software language. What do the letters APL stand for?

8. In 1921, Karl Capek used the Czech word for "worker" in his play, RUR. In the process, he coined a new word. What was the word?

9. Is a picosecond shorter or longer than a nanosecond?

10. Who reportedly once sent this e-mail message: "Oh Lord, I lost the slip and broke one of the high heels. Forgive please. Will return the wig on Monday."? William Casey, Oliver North or George Bush.

Thanks to The Computer Museum in Boston for its permission to reprint these questions culled from its annual Computer Bowl competition presented by the Association for Computing Machinery.

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

McGovern stresses opportunity in address to ABA
- PAGE 2

Computerworld touts recent press citations in brochure
- PAGE 4

Integrated Media, NeXT ink long-term agreement
- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 27

JULY 5, 1993

IDC Australia user program reaches 30

No, not 30 years old but 30 new clients since its launch in Sydney earlier this year.

The program is called InTEP (Information Technology Evaluation Program) and it's the first of its kind in IDC anywhere in the world (so the Aussies claim!). What makes it unique is that, in effect, it's the clients who do the research.

Clients (or, as they're called in InTEP, "members") are typically IT/IS managers from some of the most prominent private and public sector companies in Australia — many of them subsidiaries of well-known enterprises from the U.S. and Europe.

A CONFIDENTIAL FORUM

"Every couple of months, the members get together for two hours early in the morning," explained IDC Program Manager **Anthony Miller**. "They come to share and compare their experiences with new and emerging information technologies in a very frank and confidential forum."

Since the program kicked off in March, members of the InTEP Forum have shared information with each other regarding

-SEE PAGE 5

Electronic Marketplace Systems charts new territory for IDG

Electronic Marketplace Systems Inc. is a tiny new business unit with a very big mission: namely to leverage IDG's existing worldwide information resources by delivering on-line product descriptions and comparisons and a transaction system on which these products can be bought over a computer network.

"Network nirvana is coming," said **Mark Belinsky**, president and, for the moment, sole occupant of the EMS offices in San Mateo, Calif. (See story page 5.) "Within a few short years," he predicted, "buyers of information technology will tap into our networked 'marketplaces' to learn about and buy products from vendors and resellers. Our goal is to offer vendors and buyers a complete online resource where they can meet and conduct business — all at the touch of a button."

World Update

It's lonely on the top...Mark Belinsky is temporarily the sole occupant of EMS's new offices in San Mateo, Calif.

Belinsky's current priorities include hiring a vice president of technology, a technical writer, a sales/marketing manager and a business manager. He is also making the rounds amoung IDG's U.S. business units in an attempt to identify one or two partners for pilot programs.

> *"Network nirvana is coming. Within a few years, buyers will tap into our networked 'marketplaces' to learn about and buy products."*
>
> -Mark Belinsky

"I expect we will have a couple of pilot projects ready by mid-1994," said Belinsky. "These pilots will help us refine the EMS business concept and ensure we meet the needs of both readers and vendors."

EMS' on-line services will generate

- SEE PAGE 4

Bill Gates, Steve Jobs participate in *Computerworld* awards programs

A duo of industry notables participated in two *Computerworld* custom applications contests this spring. Microsoft CEO Bill Gates introduced the eight winners of the Windows World Open competition in Atlanta during the Windows World show on May 25, and NeXT Chairman/CEO Steve Jobs announced the five winners of the Object Applications Awards on June 16 in San Francisco during Object World, an event co-produced by IDG World Expo. This was the second year for both contests.

The 24 Windows World finalists, selected from the 140 judged from a field of 1,300 entries, demonstrated their applications at a special booth on the show floor. IDG employees among the judges included CW Technical Editor **Charles Babcock**, CW Correspondent **Chris Lindquist** (who also helped judge the Object Awards) and **Brent Williams**, IDC's director of PC Software.

According to *CW* Marketing Director **Mary Doyle**, several participants in last year's contest stopped by to say how much they enjoyed the competition and that the recognition they received helped them advance in their organizations and gain the respect of colleagues.

This year's Object Applications contest drew well over 125 entries, almost triple that of the 1992 event. *CW* Editor-in-Chief **Bill Laberis** took the stage with Jobs to honor the finalists, who received Steuben glass sculptures for their efforts.

Rob Nelson

Microsoft CEO Bill Gates (l) and Gary Beach take a break from the Windows World Open awards.

Cindy Charles

NeXT CEO Steve Jobs (r) and *CW*'s Gary Beach after the Object Applications Awards in San Francisco.

IDG's Czech office inks deal to boost circulation

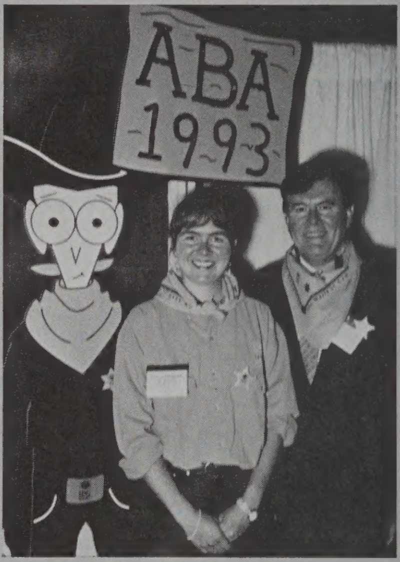
IDG Czechoslovakia signed its first "card-in-the-box" deal two weeks ago with Software 602, the country's most successful company offering Czech versions of various software products.

The company's new spreadsheet program is challenging Lotus 1-2-3 in the local market, and it just introduced a Windows spreadsheet that is also very popular.

Software 602 will buy subscriptions at a 20% discount and offer registered users a free one-year subscription to any IDG publication of their choice.

IDG Czechoslovakia is in the midst of preparing the promotional materials that will appear in the software packages.

Pat McGovern addresses ABA



IDG Books

Pat McGovern and IDG Books Senior Marketing Manager Polly Papsadore got into the spirit of the "Wild West" theme at IDG Books' ABA booth. The business unit's fall catalog features a "Most Wanted" poster promoting its line of best-selling computer books.

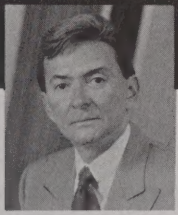
The proliferation of personal computers is continuing to create great opportunities for IT information providers, said IDG Chairman Patrick McGovern in an address to the American Booksellers Association (ABA) convention in Miami last month.

Citing the technology user's decreasing reliance on a single vendor for hardware and software solutions, he stressed the increasing need for more information from publishers.

"PC users want the same high level of services and information from a mosaic of partners as they got from a single vendor," he said. "As a result, they turn to many of the products that we all publish and distribute to fill in the gaps."

On line

ASK WALTER



Q Multimedia is a very hot topic these days — indeed, IDG has a publication devoted to the subject. But what are we doing as a company to prepare for the dramatic changes in communications that multimedia is expected to cause over the next five to 10 years? Do we see any risks of newspapers and magazines — our core business — becoming obsolete as electronic methods of information delivery become universally popular?

A Multimedia is indeed a hot topic these days, and we have several projects under way within our various operating units and elsewhere that are closely looking at what this will mean to the future of our business.

First off, I should say that, in my opinion, our newspapers and magazines will not become obsolete in the next 10 years or even in the next 20 or 25 years. Print is not dead and will not die an easy death for at least another couple of generations, if ever. And even then, our job would be the same; to collect, analyze and distribute information. The only major thing that will gradually change over the coming years will be the distribution aspects of publishing and market research.

We are already delivering materials on-line to selected customers and are delivering materials to other customers via CD-ROM. And we will see more and more of this type of selective distribution taking place over the coming months and years. We will also see more and more selective distribution of information to like groups of people such as many of our publications are doing today through demographic editions.

In addition to the three CD-ROM activities in place (ETA, Sumeria and MacWorld CD Ventures), we have many experiments taking place at IDG and IDC operating units and have just established a new IDG group called Electronic Marketplace Systems that will, in conjunction with IDG publications and business units, provide on-line multimedia information services to buyers of information technology. (I'm sure there will be a great deal more about this new group in future issues of *World Update*.)

In short, I think we are very well prepared to handle the future and will be very well positioned to maintain our leadership role in the distribution of information about information technology.

Q What is IDG's policy with regard to lawsuits stemming from employee terminations? Do charges of sexual harrassment affect this policy? What happens if an IDG company gets stuck in this type of lawsuit and the legal costs prevent the company from meeting its plan?

A There is no official policy regarding lawsuits. Obviously, like any other business or individual, we would prefer to do without them but they are, unfortunately, a fact of life. Every single case is unique, and the decision to enter into a lawsuit, to settle or to counter such a suit is based on the facts of the case in question, including cases of sexual harrassment.

All costs for any type of legal matter and/or action are always borne completely by the independent operating unit involved. These costs could be for anything from a trademark or incorporation issue to libel or charges of unfair dismissal. So, yes, these costs could indeed depress the earnings of a group causing it to miss plan. If this were to happen, the unit in question would have to make up the deficit with either additional revenues or additional expense cuts within the fiscal year.

Q Bill Murphy's recent decision to retire came as something of a surprise to many people, I'm sure. Has his announcement caused you to reflect at all on your own plans regarding retirement?

A There are very few people who will miss Bill as much as I will (in spite of the true story he related to *World Update* about our first lunch some 23 years ago)! I think it is only natural when this happens that everyone automatically thinks about their own position and how much longer they feel they want to continue working. But no, Bill's retirement announcement and plans have not really caused me to think about my own retirement any more or in any different a light than I have in the past.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

CW capitalizes on media coverage with new brochure

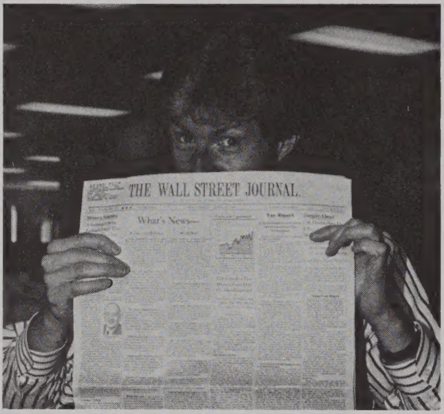
Thanks to its reputation for solid editorial, *Computerworld* is establishing itself as the preeminent source for IT-related news in the general and business press. The staff is emphasizing its numerous citations in a new brochure that touts how *CW*'s award-winning coverage delivers to advertisers high readership and response by IS buyers each week.

"Before the press talks information technology, they contact the authority" reads one of the brochure's subheads. "Whenever *Computerworld* breaks a major story with far-reaching impact, the press responds with immediacy."

IBM SURVEY PICKED UP

Among the stories cited is *CW*'s exclusive survey of users and industry VIPs on what they think IBM should do to fix itself. Survey statistics were cited in various IBM-related articles appearing in *The Wall Street Journal* (March 25), *The New York Times* (March 25) and *Fortune* (April 5).

In other references, Executive Editor **Paul Gillin**'s remarks, as well as survey results from a report on reengineering, were publicized in *Investor's Business Daily* on March 25, and the *CW* Premiere 100's ranking of ARM Corp. as the top transportation company twice in the past five years was noted in *The Wall Street Journal* on Feb. 18.


THE WALL STREET JOURNAL.
What's News—

World Update

Executive Editor Paul Gillin displays one of the many publications that has recently cited *Computerworld* information in its own pages.

Most recently, the general press drew attention to the *Computerworld*/Andersen Consulting survey of CEOs and CFOs, which showed that top executives in U.S. corporations are savvier, more sophisticated and more demanding than ever about their companies' information systems. Of the 203 top executives surveyed, those who strongly agree that computer technology is the key to competitive advantage surged to 57% compared to 24% in 1991. The percentage of executives who regularly use personal computers or terminals in their work nearly doubled in four years, from 42% in 1989 to 81% today.

Key survey findings were quickly reported in *The Wall Street Journal* and, along with quotes from *CW* Editor-in-Chief **Bill Laberis**, in *The New York Times*.

"Our editorial team works very hard at producing the most compelling package of news and features each week," said *CW* President **Gary J. Beach**. "I'm very proud that their efforts are being recognized prominently in some of the world's leading business publications."

DOS for Dummies stars in *NYT* page 1 story

Computerworld **is not the only IDG publication getting ink in the general press these days. IDG Book's bestselling *DOS for Dummies* recently showed up on the front of the Sunday *New York Times*. The article, "Across the Computer Divide, The Nerds Face the Dummies" examined various ways businesses are trying to bridge the gap between the ever-increasing numbers of computer neophytes testing the technology waters and the endlessly baffling machines with which they must contend.**

Despite breaking what the *Times* calls a "time-honored tenet of business: never insult the customer," the article points out that *DOS for Dummies*, an "irreverent primer for the perplexed," has sold 1.3 million copies, "a pace usually associated with big-name authors or provocative subjects."

"*DOS for Dummies* is a great example of how IDG's corporate value to maintain a "let's try it" attitude has paid a huge dividend to IDG and IDG Books," noted David Solomon, IDG Books vice president and publisher.

"The *Times* article is syndicated in local newspapers reaching millions of readers across the U.S. The exposure has had a terrific impact on our profile in the publishing community, and we are making great hay with this in the marketplace."

Territory

-FROM PAGE 1

new vendor revenues for IDG publications as well as additional on-line "readers" who will benefit from IDG's product and lab testing information resources, Belinsky noted. "EMS' on-line services will expand overall readership and advertising revenues for IDG," Belinsky noted.

"As those who have heard my presentations of IDG strategies in recent years know, creating an electronic marketplace to extend service to our readers is one of IDG's prime long-term goals. Our publications help readers decide what product to buy. Electronic Marketplace Systems will help our readers learn about up-to-the-minute prices for that product from various suppliers, the service and support capability of those suppliers, and will allow readers to electronically transmit their order to the supplier they select," said IDG Chairman **Pat McGovern**.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, July 6, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

MAILROOM ASSISTANT - P/T (NETWORK WORLD)

The individual in this part-time position (20-25 hours) will be responsible for sorting and distributing mail and courier packages, making mail runs to other IDG locations, retreiving items from the warehouse, assisting in paper recycling, as well as assisting the Mailroom Supervisor with other projects. Candidates should be able to handle multiple projects and work within deadlines. Mailroom experience is helpful; a valid Driver's License necessary.

DISTRICT MANAGER (COMPUTERWORLD)

Major responsibilities for this position, located in Burlingame, CA, will be to sell and service major accounts in the Northern California and Arizona territories. Three to five years advertising/sales experience at a senior level required; excellent communication and exemplary presentation skills necessary. The ideal candidate will be a highly-motivated, seasoned and polished sales professional.

COPY DESK EDITOR (COMPUTERWORLD)

This person will copy edit all sections and news copy, produce layout, write headlines, proofread and produce pages on PC page make-up terminals. A Bachelor's degree and at least one year experience preferred.

ADMINISTRATIVE SALES ASSISTANT (IDG BOOKS)

The individual in this position will work closely with the Vice President of U.S. Sales. This person will provide administrative support, daily coordination with operations, marketing support, and serve as contact for key account customers. The ideal candidate will have administrative support experience, familiarity with Macintosh software and be highly motivated. Book, publishing or retail experience preferred.

SALES SUPPORT MANAGER (INFOWORLD)

The person in this position will manage sales by providing support functions such as presentations, sales tools and information resources. Additional responsibilities include managing sales communications tools and programs, merchandising services and computer graphics services.

SPECIAL SALES/PHONE REPRESENTATIVE (IDG BOOKS)

The individual in this position will be responsible for inside and direct phone sales. Accounts which will need to be opened include: Corporate/Volume, User Groups, OEMs, Computer/Software Stores. This new position requires an organized, aggressive sales person who can also set up a phone sales system and manage all supporting activities required with a one-person department. Minimum of 3 years experience in phone/special sales required, familiarity with PCs required; management experience preferred. Limited travel may be required.

ADVERTISING INFORMATION MANAGER (PC WORLD)

Responsibilities will include providing sales analyses to Senior Management, tracking ad performance against contracts, acting as liaison between Production, Credit, Ad Sales and IDG IS. This person will also manage booking and billing of ads and supervise 2 employees. Strong Accounting/Financial background, proficient with a PC, excellent communication skills required; prior managerial or supervisory experience also necessary.

EXECUTIVE ASSISTANT to the PRESIDENT (INFOTAINMENTWORLD)

The person in this position will facilitate and expedite incoming and outgoing communication for the President, Accounting Manager and HR Director. This position requires initiative, motivation and professionalism, as well as excellent communication, efficient organizational and time management skills, as well as the ability to prioritize, enthusiasm for problem-solving, familiarity with the publishing industry and Macintosh proficiency.

Job Opportunities

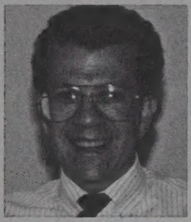
Revised: July 6, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	AP Data Entry	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG	Associate Research Analyst	Research Srvcs., Framingham, MA	B. Thompson	(508)935-4531
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Marketing Specialist	Framingham, MA	S. Perry	(508)820-8160
WEC	Public Relations Specialist	Framingham, MA	S. Perry	(508)820-8160
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Show Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)820-8160
WEC	Chief Operating Officer	Framingham, MA	L. Connolly	(508)935-4791
NWW	Mailroom Assistant - P/T	Framingham, MA	S. Finlay	(508)820-7424
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Senior Correspondent	San Francisco, CA	M. Cornetta	(508)935-4734
LPC/PCW	Executive Assistant	Boston, MA	J. Criss	(617)422-8029
CIO	Systems Specialist	*CIO Magazine*, Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	*CIO Magazine,* Framingham, MA	L. McCreary	(508)935-4618
CWPI	District Manager	Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Exec (2)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Facilities Support	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sales Assistant - P/T	Framingham, MA	S. Perry	(508)820-8160
A+	Assistant Editor	*MacComputing*, Peterborough, NH	G. Lodge	(603)924-0392
A+	Ass't to Director of Ad Sales	Peterborough, NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
TMP	Advertising Sales Rep.	*DesktopVideoWorld*, Peterborough, NH	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Sys Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Primary Rsrch. Mgr, Pers Sys	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Sales Support Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Marketing Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, New Jersey	D. Vieraitis	(415)572-7341
IW	Fluegleman Intern	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Special Sales/Phone Rep	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Exec. Ass't to Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (4)	Indianapolis, IN	D. Vieraitis	(415)572-7341
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Editor - Reviews	Sunworld, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Advertising Billing Coord.	Integrated Media, San Francisco, CA	K. Greene	(415)978-3274
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Executive Assitant/President	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/Publisher	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Assistant Production Manager	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Associate Art Director	*Infotainment World.* San Mateo. CA	C. Yam	(415)349-4300

Mark Belinsky heads up new business unit

Mark Belinsky joined IDG in May as president of Electronic Marketplace Systems Inc. Prior to joining the company, Belinsky was vice president and general manager of the Interop Co., producer of major computer networking conferences and expositions in the U.S. and Europe.

At Interop, he was responsible for product planning, marketing, sales, operations, finance and administration and in four years, led the company from a $2 million producer of seminars to a worldwide seminars, exhibitions and technology development company with $19 million in revenue.



Belinsky

World Update

Before joining Interop, Belinsky was general manager of SuperMac Software, a publisher of Apple Macintosh graphics, communications and utility software. Previously, he was vice president of sales and marketing at UniSoft Corp., and national accounts sales manager for CDEX Corp. (renamed Intellisance Corp.).

A native of Michigan, Belinsky earned a BS from Wayne State University and an MBA from the Harvard Business School. He and his wife live in San Jose, Calif., with their two young daughters.

IMI, NeXT ink agreement; *NeXTWORLD* boosts frequency

Pact gives IMI rights to NeXTWORLD name

Just before the first NeXTWORLD Expo took place May 25-27, Integrated Media Inc. and NeXT Inc., announced the signing of a new long-term agreement. IMI's bi-monthly *NeXTWORLD* will shift to a monthly frequency in August, and *NeXTWORLD Extra*, previously a separately published newsletter, will be incorporated as a regular section of the magazine.

Under terms of the agreement, which extends through 1995, NeXT grants a trademark license to IMI for the use of the name *NeXTWORLD*. NeXT will also continue to provide customer lists, in-box promotions and preferred editorial assistance (i.e., access to advance information) to the magazine.

UPWARD MIGRATION

"Throughout this year, the No. 1 priority for IS managers will be migrating to more advanced systems,"according to *NeXTWORLD* Publisher **Jeannine Barnard**. "We [at the magazine] have witnessed a dramatic increase in interest among corporate managers who are being exposed to NeXTSTEP technology for the first time.

"*NeXTWORLD*'s move to a monthly frequency is intended to serve the expanding market with timely and comprehensive news and information," Barnard added.

Raymond Hawkins

***NeXTWORLD* Editor Dan Ruby kicks off Best of Breed awards program designed to honor outstanding third-party products.**

According to Editor **Dan Ruby**, NeXTWORLD Expo in San Francisco was a financial success and gave a boost to both the magazine and to NeXT's new direction as a producer of object-oriented software.

"Attendance was solid with more than 7,000 attendees, and most of the exhibitors felt they got a large number of leads," he said.

NeXTWORLD co-produced the show in conjunction with NeXT and Digital Consulting Inc. and kicked off the event with its first annual "Best of Breed" awards, which honored outstanding third-party products in 17 categories.

Program

-FROM PAGE 1

technologies such as client/server, integrated voice/data networks and pen-based computing. Future sessions will cover object orientation, workgroup computing and EDI, among others.

IDC Australia's role is that of driver, facilitator, coordinator and organizer, in turn for which members pay a modest annual subscription fee.

The fee also includes unlimited access to the InTEP Forum Project Directory, a database containing a summary of every project involving new technology at member organizations.

ENHANCED VISIBILITY

"We get a tremendous amount of kudos from InTEP," said **Len Rust**, IDC Australia managing director. "Not only has it substantially enhanced our visibility and standing in the user community, but it has also improved our relationships with the vendors when they see how closely in touch we are with their customers. And there's the flow-on sale of other IDC products and services too, of course, all of which helps the bottom line."

IDC Australia plans to launch a chapter of the InTEP Forum in Australia's second largest city, Melbourne, in the next few weeks and in other states by first quarter '94.

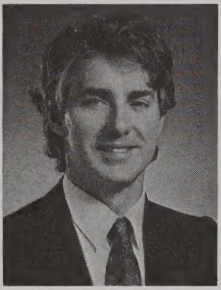
Noteworthy!

NEW EMPLOYEES

Multimedia World, a special section of *PC World*, has announced that the bi-monthly publication will shift to a monthly frequency beginning with the October 1993 issue. In addition, Publisher Jonathan Epstein announced the hiring of a new editor-in-chief, associate publisher and market development manager.

"We are very excited by these new developments," Epstein said. "Now the leading marketers of multimedia PC products can tap into the buying power of our audience on a regular monthly basis. The team we've put into place will make our move to publishing monthly a smooth and successful one for both readers and advertisers alike."

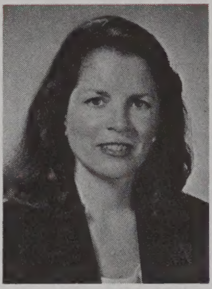
Editor-in-Chief **Don Menn**'s primary publishing experience comes from 17 years at GPI, where he started as editorial assistant at *Guitar Player* and left in 1989 as executive vice president of the company. Most recently as a media consultant he has edited and published Symantec's in-house magazine, overseen the redesign of several periodicals and provided management consulting to various publishing and software start-ups. A graduate of Stanford University with a degree in political science, Don enjoys writing, running, weightlifting and playing the guitar.



Menn

Multimedia World

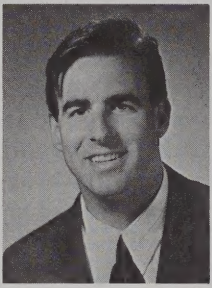
Associate Publisher **Patricia Navone** will be responsible for all sales and marketing activities. She rejoins IDG after leaving *Macworld* to establish Antenna, a marketing consultancy with clients from the high-tech and publishing industries. Patricia began her publishing career at *PC World* in 1982 as product review manager and later went into sales. She joined *Macworld*'s start-up team as an account executive in 1985 and moved on to become Western advertising manager in 1987, director of advertising sales in 1988 and vice president of advertising in 1990. Outside the office, Patricia makes time for kayaking, mountain biking, reading and listening to jazz.



Navone

Multimedia World

Damon Dean, market development manager for *Multimedia World*, will be working on marketing communication, sales development, and ancillary product development. He recently held similar responsibilities as marketing manager for *Computer Technology Review Magazine*. Damon has a BA in political science from the University of California/Los Angeles and makes time for tennis, football, skiing and free-lance writing.



Dean

Multimedia World

■ ■ ■

IDG Books welcomes **Michele Van Fleet** as its new business manager. Michele previously handled finance, accounting and operations for Foghorn Press, Inc. She has a BA in business administration from San Jose State University in California and enjoys sailing and volunteering in several community programs.

■ ■ ■

Natalie Jeday is *InfoWorld*'s newest graphic artist. Previously senior graphic designer at the *Santa Clara Valley Weekly*, Natalie's new responsibilities entail producing informational graphics, charts and illustrations for *InfoWorld*. Natalie holds a BS in graphic design/illustration from San Jose State University and enjoys music and hiking.

■ ■ ■

Aimée Guillette has joined the IDG IS department as support services coordinator where she will handle a variety of tasks including organizing some of the IS client services and sending out new client information. Prior to joining IDG, Aimée was an administrative assistant at North Attleboro Taps Inc. She earned a BS in human resource management from the University of Massachusetts/Dartmouth and enjoys softball and aerobics.

Guillette

IDG

■ ■ ■

Infotainment World welcomes Fulfillment Specialist **William (Randy) Randolph.** Randy comes to IDG from McGraw Hill, where he was a fulfillment coordinator. He atttended Pacific Lutheran University and enjoys spending time at the Oregon coast, cooking and reading.

Another new face at Infotainment World is **Donna Meyerson**, assistant editor at *Electronic Entertainment*. In her new position, Donna will follow the multimedia industry, evaluate products and write and edit articles for the new monthly. Previously a human resources specialist at Vistana Resort in Orlando, Fla., Donna holds a BS in nutrition and food science from Florida State University. Outside the office, she makes time for mountain biking.

Meyerson

Electronic Entertainment

■ ■ ■

Shellie Anderson joins *Macworld* as advertising traffic coordinator, where she is responsible for managing the flow of all advertising materials for the publication. Prior to joining *Macworld*, Shellie was production manager at Weeden Design in Santa Barbara, Calif. She holds a BA in communications from the University of California/Santa Barbara.

Victory at sea!

IDG France crew captures sailing trophy

For the second straight year, the intrepid crew of the 12-meter *IDG/Le Monde Informatique* braved high seas and stormy skies to claim victory in the 17th annual Coupe de L'Informatique (The IT Professionals Cup).

The four-day regatta, sponsored by the French association of computer professionals, AFIN, attracted a field of 16 yachts to Lorient, on France's west coast.

During the first two races of the four-race series, the IDG team set the pace, sailing over the finish line ahead of boats sponsored by such industry stalwarts as Unisys, AT&T and NCR.

The third leg of the series is a 200-kilometer overnight ocean race. The preparations at port were accompanied by gusts of wind and sporadic rain, a taste of the gale awaiting the boats once on the high seas. At 6 p.m. the starting gun fired, and the yachts headed out for the open sea.

IDG France photos

Displaying their hard-earned trophy are crew members (l-r) Johann Armand, Charlotte Trim, Elisabeth Richard, Pierre-Alexandre Montagné, Agnès Chardavoine and Pascal Gautier. Not pictured is Thierry Outrebon.

The IDG crew readies its vessel.

In a cold dawn light, the soaked and shivering sailors were heartened as they neared what was supposed to be the finish line. But hopes of a hot breakfast were dashed as word spread that the course had been extended. Because the race committee boat responsible for marking the finish line had broken down, the first-place *IDG/Le Monde Informatique* had already crossed the intended finish line. Seven hours of shifting winds, strong currents and incessant rain later, the IDG France crew guided its boat to yet another victory.

On a calm and splendid Sunday morning, the now dry but weary crew of the *IDG/Le Monde Informatique* rallied to capture the fourth and final leg of the regatta and the prestigious IT trophy.

The IDG team has now established itself as the boat to beat. "Not only are we planning to race again next year," said crew member/market researcher **Charlotte Trim**, "but we intend to win again. Then we get to keep the cup forever!"

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIVE YEARS

Abbie Lundberg - CIO
Mária Martek - IDG Hungary
Caroline Craig - InfoWorld

FOUR YEARS

Elaine Roberti - Computerworld
Carol Benioff - InfoWorld

THREE YEARS

Dana Kagno - IDG
Alice Kelly - Computerworld
Wayne Silverman - Lotus/PC World
Mark Cappel - SunWorld
Agnes Csekk - IDG Hungary

TWO YEARS

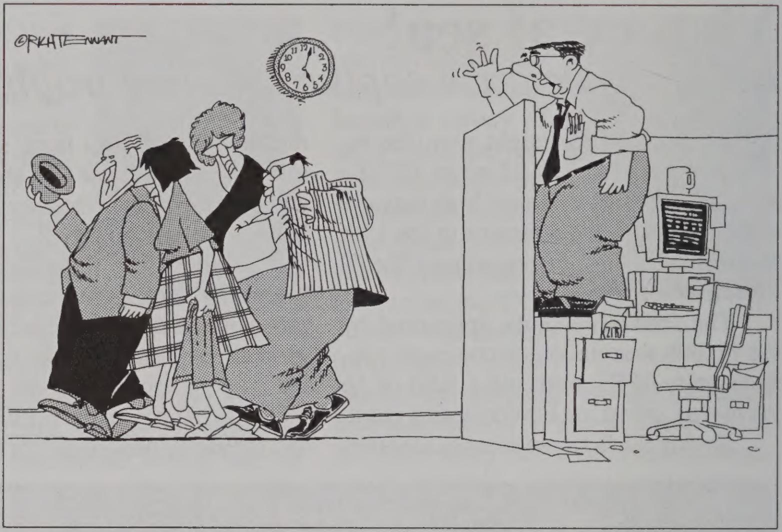
Catherine Kenny - Lotus/PC World
Stephanie Legelis - CIO
Aleksandra Skulte - Computerworld
Julia Nagyistók - IDG Hungary
Stéphanie Grin - IDG France
Dolores Rubio - IDG Spain

ONE YEAR

Stephanie Faucher - Computerworld
Ronna Nelson - Publish
Michael Desmond - PC World
Solomon Emanuel - PC World Singapore
Alison Treasure - PCW Hong Kong
Andy Tsang - Asia Computerworld
Christofer Björkvall - IDG Sweden
Tina Dolvander - IDG Sweden
Daphne Fadelli - InfoWorld
Willem Knibbe - InfoWorld

Off line

Congratulations to all our enthusiastic caption contributors. Winner Dan Holden will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.



Later they found him face down on his keyboard. A Post-It on his back said, "overworked," but everyone knew better.

- Dan Holden, *Electronic News*

HONORABLE MENTION:

Other members of the staff always walked quickly through the IT department.

- Richard Mergler, IDG Australia

"Hey, where are you guys going? It's only 2:00 California time!"

- Louise Myerow, IDG World Expo

Georgie continues to believe that installing DOS 6.0 has made him invisible. His co-workers gladly indulge him in this belief.

- Michael Harwayne, *PC World*

"Skip's making faces at us again, Bob."
"That's OK Helen. I put Maalox in his coffee. He won't be there long."

- Gary Palmer, *InfoWorld*

"You guys are just jealous because I'm so much taller than any of you."

- Paul Smith, *InfoWorld*

"Okay, who's the wise guy who put super glue in my nose ointment?"

- Rick Popko, *PC World*

At IDG, we face the competition with confidence!

- Josiane Feigon, *InfoWorld*

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

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IDG World Update

VOLUME 23, NUMBER 28

JULY 12, 1993

Windows of opportunity

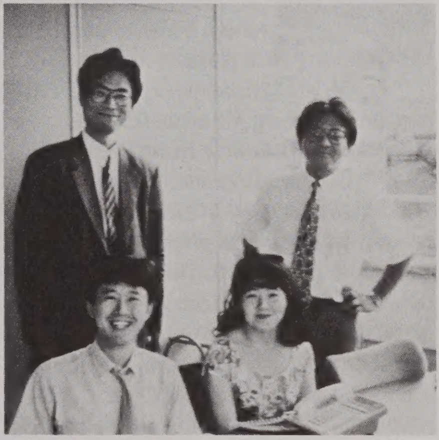
IDG Japan capitalizes on operating system's soaring popularity with new publication

Riding the crest of a growing wave of enthusiasm for Microsoft's Windows operating system — a wave that looks to be transforming Japan's PC market — IDG Communications Japan last month launched *Windows World*, Japan's first Windows platform publication.

The launch was timed to capitalize on a recent flurry of Windows-related activity in the local market, with the first issue hitting newsstands just three weeks after the announcement of Microsoft's Japanese-language Windows 3.1 operating system and one week before Windows World Expo Tokyo '93.

> ***"Windows World/Expo '92 created a wave that we would have been foolish not to ride."***
> **- Yoshimoto Matsuura**

Though the magazine's primary sales route is bookstores, through which more than 30,000 copies of the first issue were sold, *Windows World* also signed up over 3,500 subscribers in the first three weeks following its launch. Advertising sales have also been successful, exceeding 38 million yen (US$350,000) for the first issue (July) together with a special supplement handed out to attendees at the Windows World Expo.



IDG Japan

The *Windows World* editorial team includes (back row from left) Editor Jun Togashi, Editor-in-chief Yoshi Matsuura, (front row from left) Executive Editor Naohito Kato and Editorial Assistant Yumiko Ohshima.

"Our goal is to maintain a minimum advertising revenue of 20 million yen ($180,000) and bookstore sales of at least 30,000 copies for each monthly issue," said *Windows World* Editor-in-Chief,

-SEE PAGE 2

Ken Kaplan tapped as CEO for World Expo

Jim Povec named COO

GITG

Kaplan

In a move that supports IDG's continuing expansion into the worldwide conference and exposition market, IDG Chairman **Pat McGovern** last week appointed **Ken Kaplan** as CEO of IDG World Expo. Kaplan, most recently president and CEO of Government Information Technology Group (GITG), joins forces with **Jim Povec**, who will now serve as World Expo's chief operating officer.

As a result of Kaplan's new position, which is effective July 12, McGovern named **Edith Holmes** CEO and president of GITG and tapped three other GITG employees for additional senior management roles (see story page 2).

"World Expo's rapid global growth requires the direction and talents of this management team," said IDG President **Walter Boyd**. "The combination of Ken and Jim will further strengthen World Expo's position as the world's premiere IT exhibition company."

-SEE PAGE 2

GITG senior staff promoted

With **Ken Kaplan**'s departure to World Expo, IDG Chairman **Pat McGovern** named **Edith Holmes** to replace Kaplan as CEO/president of Government Information Technology Group.

The company, based in Falls Church, Va., encompasses three separate business units, all focused on the public sector: IDC Government, *Federal Computer Week*, and GovTech, a new conference and exposition company.

Holmes

Randee Rubin, who has served as senior vice president and chief financial officer for GITG, has been promoted to executive vice president and chief operating officer. **Jim Hussey**, associate publisher of *FCW*, has been named publisher, and **Peter Boulay**, who previously managed IDCG's custom consulting work, has been appointed vice president of research for IDCG.

Hussey

"Edith is excellently suited to head our company in the Washington, D.C. area," McGovern said. "She has spent years in this arena and is a respected member of the community. We moved ahead with the launch of *Federal Computer Week* in 1986 when she agreed to serve as its founding editor. No one understands the needs of our customers in this market better."

Holmes has spent more than 19 years as a journalist in the IT field with a variety of publications beginning with *Computerworld* in 1974. She has served as executive vice president of GITG since its establishment last fall.

Rubin

Rubin has been with FCW Publishing and GITG for four years, coming to IDG after 15 years and 18 promotions with *Farm Journal* in Philadelphia. Holmes and Kaplan said they attribute much of *FCW* and IDCG's financial success to Rubin's ability as a financial manager.

Hussey has broadened *FCW*'s publishing activities, adding several innovative advertising properties during his more than two years with the company. He came to *FCW* from CMP's *Communications Week*.

Boulay
GITG photos

Under Boulay's direction, IDCG's custom business has grown and more clients have returned for additional studies than ever before. Before joining the company in 1988, Boulay spent much of his career in the field of federal contracting.

Kaplan

-FROM PAGE 1

Kaplan, who has a proven track record of improving bottom line performances, joined IDG in October 1990 as *FCW*'s vice president of sales and was named the publication's president and publisher in April 1991. GITG's turnaround "illustrates the effectiveness of a highly talented team dedicated to the common objective of success," he said. *FCW* is now comfortably in the black, and IDC Government has turned the corner with a profit in the first eight months of this year.

"World Expo provides the global IT market with an environment that not only advances the proliferation of technology but brings together the sellers and buyers of IT with a common forum," Kaplan said. "We are intent on further leveraging our global strengths and our exposition relationships with IDG's publications and accessing the vast market of emerging technologies that will shape IT's future."

"World Expo grew at a 35% rate last year and added six new expositions," Povec said. "With the addition of Ken to our team, our expansion will accelerate at an even more rapid rate."

Window

-FROM PAGE 1

Yoshimoto Matsuura, formerly *Computerworld Japan*'s editor of small scale systems. That goal has already been achieved with the August issue and looks like it will be sustainable — and probably exceedable — down the line, he said.

Windows World is more than just a new magazine — it marks a new age in Japan's IT industry and renewed vitality for IDG Communications Japan, noted Matsuura. "The release of Japanese-language Windows 3.1 and Microsoft's strong Windows promotion campaign is transforming the Japanese PC market at an amazingly rapid pace, causing upheavals that are shifting top shares of the software market from traditional market leaders to companies stronger in the Windows application arena.

"The rapid shifts in the PC market are making it possible for publishers to gain — or lose — sizable shares of the [IT publication] market. Since IDG has been relatively weak in this market in the past, it is crucial to our success that we take advantage of this opportunity."

ENHANCED CREDIBILITY

Matsuura also credits IDG's sponsorship of the first Windows World/Expo Tokyo last year with helping ensure the success of this launch. "That show did a lot to promote IDG's name among PC users here and gave us the credibility we needed to gain the confidence of potential readers. Windows World '92 created a wave that we would have been foolish not to ride."

"The publishing of *Windows World* has also been a terrific shot in the arm for IDG Japan. This is the first publication where virtually everyone on the staff pitched in and cooperated to make the launch a success," Matsuura said.

"We were all driven by the awareness that the success of *Windows World* means the success of IDG Japan. It's been a great morale booster for the entire company and has given us new life."

*Thanks to IDG News Service Correspondent **David Kellar** for his help with this article.*

On line

ASK LEN

Len Rust, managing director of IDC Australia, takes a turn as this week's On line guest.

Q What career path led you to IDG?

A I'm originally from England, where I launched my working life, quite literally, in the Royal Navy. A landlubber at heart, in 1959 I ran away to New Zealand to work as a public servant with New Zealand Post and Telegraph (now New Zealand Telecom) and pursue my one great passion — bicycle riding. In 1963, I hopped on board the Australian IT bandwagon as it was just leaving the station and helped introduce the first commercial computer timesharing service in Australia for General Electric. Since then, I've been involved in senior roles in all areas of the industry. In 1977, I formed my own consulting company, Dialog Marketing Services. Two years later I joined IDC, then celebrating its first anniversary, as managing director.

Q What, if any, cooperative ventures do you engage in with IDG Australia?

A IDC Australia and IDG Communications have agreed to a number of cooperative ventures both during the daytime and after hours! The SourceBook series comprises Australian reports on the Computing 100, Software 50, Export 50, Reseller 50 and PC 50 plus a yearbook and annual index. We are also merging IDC's Datafile activity into a new joint operation with IDG subscription services.

Time and opportunity permitting, the three "Down Under" IDG operations (IDG Australia, IDG New Zealand and IDC Australia) meet to discuss opportunities between all parties and to review the latest cricket, football and baseball matches.

Q How is the IDC New Zealand office doing?

A The IDC office in the "Land of the Long White Cloud" is doing OK, but like Australia, they are just coming out of a recession. We run the New Zealand office, which has two employees, as a satellite operation mainly supported from Australia. The programs offered in Wellington are the traditional IDC product set. Our objective there this year is to expand into Auckland, which is a major problem in a small country split over two major cities 600km apart. This week, we are holding our fifth annual Briefing Session in Wellington in conjunction with IDG New Zealand.

Q How has the Australian IT market evolved during your tenure at IDC, and where do you see it going?

A The Australian market has changed enormously over the 14 years I've been with IDC. In the early days it lacked any basic data. Back then, when we produced market data, we were sometimes shouted down by vendors who didn't always agree with our conclusions. One thing is for sure: IDC would never have been formed if it were only to provide its clients with research data. Undoubtedly, our success can be attributed to the need for a strong voice in the local IT industry. And, while this is no time to be looking back at our achievements, we must be doing something right for our client list to have grown to 70 of the top 100 vendors and 35 of the top 100 users.

We have made our presence strongly felt in the Australasian IT environment, and we have been able to isolate the vendor's view from those of users and we now have a very good feel for those views on almost any sector of the IT industry. I would be surprised if anyone was prepared to stand up to say that IDC was not one of the major driving forces of the industry in Australia.

What of the future? How do we ensure all our good work is not undone? How do we prevent predators from taking the high ground? How do we keep the initiative so hard won? Let me tell you, those questions not only occupy my mind, but also the minds — and considerable discussion time — of the IDC Australia managers.

Pressure is growing for IDC to perform more predominantly and more frequently in other areas, communications for example. How to do this is currently before the management committee. Yes, IDC does have objectives thrashed out over many meetings. We do have priorities, and we do have very limited resources with which to pursue those objectives and attack those priority issues. The only problem with our objectives and priorities is that in this ever-changing industry the goal posts keep moving — and that assumes we're all playing on the so-called level playing field.

Q You're very well known in the Australian IT industry. To what do you attribute your fame and how do you cultivate it?

A I've always been a great believer in networking and maintaining contacts with people whose company I enjoy. I've maintained my industry contacts through associations — I started the Australian Computing Services Association back in 1970 and later we merged with the Australian Information Industry Association. I have been a board member for six years as well as heading up the Exporters Special Interest Group. I'm also a member of the Australian Computing Society, Association of Field Service Managers and Association of Image and Scanning.

I serve on the Committee for the Economic Development of Australia. Other business associations include the Sydney University Foundation, Australian Institute of Directors, Japan Society, India Society and NADOW Computing Training Committee for the Disabled. I don't sleep much!

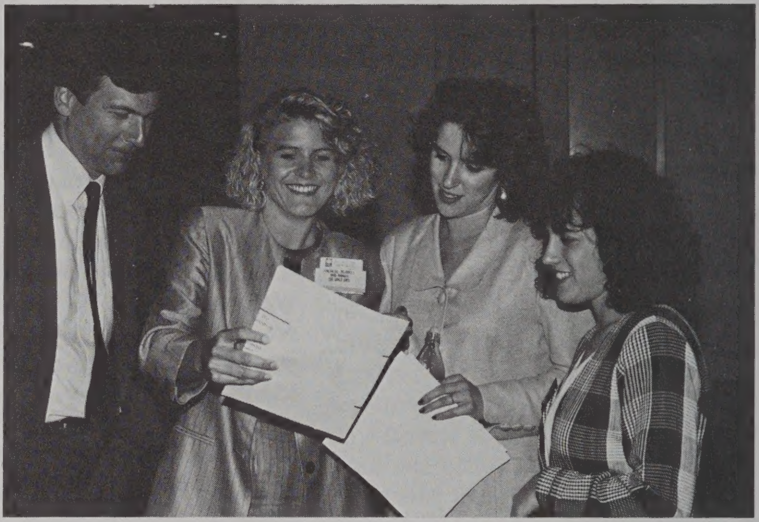
World Expo works round the clock

Four worldwide shows keep staff hopping during company's busiest week ever

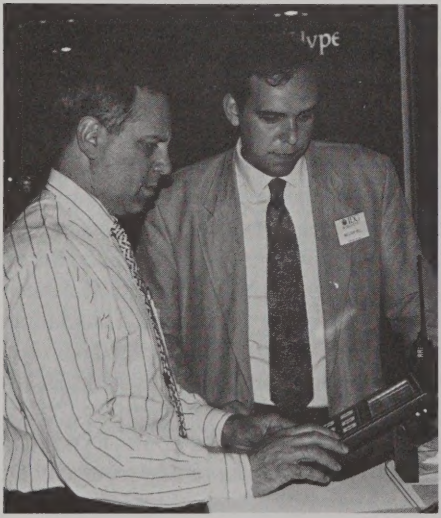
IDG World Expo recently logged the busiest week in its 21-year history of producing shows for IDG. Four shows, involving close to 75 staff members on three continents and in four different time zones were staged during the third week of June.

The week kicked off with Object World in San Francisco, which opened its doors for a four-day run on June 14. Some 4,300 people filed through the Moscone Center to get a glimpse of the latest in object technology, a component-based method of building software that allows developers to reuse code, shortening development and facilitating interoperability among programs. Some 216 booths — occupied by such industry stalwarts as IBM, NCR, Digital Equipment and Hewlett-Packard as well as numerous newcomers to the field —offered attendees a look at the latest in products and services in this up-and-coming industry. Testament to the show's success, 98% of this year's 216 booths were rebooked for next year's event slated to run July 26-29.

Two days later Windows World Expo/Tokyo '93, Windows World Expo/Frankfurt '93 and Enterprise '93/ Boston rolled out the red carpets to attendees in Japan,


World Update

Bob Hodgson, Therese Merrell, Christine Krajewski and Rachel Winett were part of the hard-working team that helped make Object World '93 San Francisco the most successful to date.


World Update

Bill Sell (r) looks on as one of 825 attendees completes the automated 60-second survey used to collect real-time marketing data from attendees at Object World. "This on-site, self-contained survey gives us instant access to who's attending and why and what their buying power is," noted Sell. "It's a tremendous marketing tool."

IDG World Expo

The Object World San Francisco '93 team included (front row l-r) Judy Shapiro, Gaby Reyes, Rachel Winett, Deborah Paul, Susan Granata, Mary DeCristoforo, Christine Krajewski and Barbara St. George. (Back row l-r) Ruth Howard (Boston University), Louise Donahue, Therese Merrell, Bill Hoffman (Object Management Group), David Ferrante, Lynn Fullerton, Bob Hodgson, Matt Mandino, Bill Sell, Tanya Lakos (BU), Letitia Clementi, Jodie Leveton (OMG) and Nancy Ferguson.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, July 12, 1993

*The IDG Job Opportunities listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

BOOKKEEPER (IDG)

This person will be responsible for Accounts Receivable (A/R), cash receipts, Accounts Payable (A/P), sending vouchers and general ledger (G/L) data input for one or more companies. Specific duties include entering A/R, sending A/P vouchers, posting A/R and A/P to the G/L, reconciling A/R and A/P to the G/L and assisting in preparing journal entries. High School diploma or equivalent required, Accounting courses preferred; two years experience as a bookkeeper and knowledge of accounting required.

HUMAN RESOURCES ASSISTANT (IDG)

The individual in this position will be responsible for the HR program administration, employee record maintenance and answering employee questions. Excellent organizational and customer service skills are required, as well as an ability to handle deadlines in a fast-paced environment. Previous HR administrative experience necessary.

TELEMARKETING SALES MANAGER - MARKETPLACE (COMPUTERWORLD)

The experienced sales professional in this position will manage and solicit advertising for the marketplace section from new and existing advertisers. This position requires a highly organized and motivated individual with excellent presentation and communication skills. The ideal candidate will have a successful sales track record, possess sales management experience, be creative, be flexible and have a team-player approach.

VICE PRESIDENT, TECHNOLOGY (ELECTRONIC MARKETPLACE SYSTEMS)

This individual will be a key member of the management team. The person in this position will serve as the driving force behind the procurement, development and implementation of software technology supporting product and service offerings. Working with and reporting to the President, the ideal candidate will develop and continually refine a technology road map to guide the development of products and services.

ADMINISTRATIVE ASSISTANT (PC WORLD)

The person in this position, located in Los Angeles, will perform administrative and clerical tasks for the Sales Manager. Heavy clerical and administrative support including phones, word-processing, client contacts, filing and photocopying. Individual must be highly organized and detail oriented with excellent communication skills. The successful candidate must be familiar with IBM PC or compatible, must be proficient in MS Word for Windows and Excel; minimum 1 year clerical experience required.

ADMINISTRATIVE ASSISTANT (PC WORLD)

The person in this position, located in San Francisco, will perform administrative and clerical tasks for the Editorial Department. Heavy clerical and administrative support including phones, word-processing, client contacts, filing and photocopying. Individual must be highly organized and detail oriented with excellent communication skills. The successful candidate must be familiar with IBM PC or compatible, must be proficient in MS Word for Windows and spreadsheet program; minimum 1 year clerical experience required.

MARKETING SPECIALIST (INFOTAINMENT WORLD)

Responsibilities for this position will include: assisting the marketing manager in the development and execution of marketing communications and promotion plans, sales support, coordinating and trafficking promotions, coordination with outside vendors, researching competitive information, trade show implementation, as well as, monthly expense tracking and processing of department invoices. The ideal candidate must be a detail oriented marketing generalist with excellent communication skills and Macintosh proficiency.

Job Opportunities

Revised: July 12, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Bookkeeper	Framingham, MA	N. Sheehan	(508)935-4598
IDG	Human Resources Assistant	Framingham, MA	B. Thompson	(508)935-4531
IDG	AP Data Entry	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG	Associate Research Analyst	Research Srvcs., Framingham, MA	B. Thompson	(508)935-4531
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Marketing Specialist	Framingham, MA	S. Perry	(508)820-8160
WEC	Public Relations Specialist	Framingham, MA	S. Perry	(508)820-8160
WEC	Administrative Assistant	Framingham, MA	S. Perry	(508)820-8160
WEC	Show Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	S. Perry	(508)820-8160
NWW	Mailroom Assistant - P/T	Framingham, MA	S. Finlay	(508)820-7424
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Senior Correspondent	San Francisco, CA	M. Cornetta	(508)935-4734
CIO	Systems Specialist	*CIO Magazine*, Framingham, MA	M. Cornetta	(508)935-4734
CWPI	Telemarketing Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Exec (2)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Facilities Support	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sales Assistant - P/T	Framingham, MA	S. Perry	(508)820-8160
A+	Assistant Editor	*MacComputing*, Peterborough, NH	G. Lodge	(603)924-0392
A+	Ass't to Director of Ad Sales	Peterborough, NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
TMP	Advertising Sales Rep.	*DesktopVideoWorld*, Peterborough, NH	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs.	New York, NY	D. Bernardi	(508)935-4361
LINK	Senior Account Executive	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Sys. Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Primary Rsrch. Mgr, Pers. Sys.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
EMS	Vice President, Technology	San Mateo, CA	M. Belinsky	(415)286-2770
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Sales Support Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Marketing Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Special Sales/Phone Rep.	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Exec. Ass't to Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (3)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (2)	Indianapolis, IN	D. Vieraitis	(415)572-7341
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
MAC	Sr. Associate Editor/Features	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	Editor - Reviews	Sunworld, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/Publisher	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

Germany and the U.S., respectively. Building on the success of last year's premiere, Windows World Expo/Tokyo logged a 98% increase in attendance, drawing some 67,000 visitors to the Nippon Convention Center to learn about the latest developments in Windows technology, currently taking the country by storm.

Organized by IDG World Expo/Japan and sponsored by IDG Communications Japan's new *Windows World* magazine as well as *The Japan Industrial Journal* and Fuji Television Network, Windows World Expo attracted 119 companies, including 27 from overseas.

"IDG Communications and WEC demonstrated perfect teamwork under the leadership of **Setsouro Tamai** and provided visitors and exhibitors with complete satisfaction," noted **Kozo Hiramatsu**, president of IDG Communications Japan.

Meanwhile, 5,798 miles away, Windows World Expo/Frankfurt welcomed a portion of Germany's estimated 3.4 million Windows users to the Frankfurt Exhibition Center where over 100 exhibitors were on hand for the show's second installment.

And finally, back in the U.S., Enterprise '93 made its debut in Boston. Designed to focus on critical business management issues and identify resources, advanced technologies and business processes that will distinguish the successful enterprise of the future, the show attracted over 5,000 visitors from 51 countries. Visitors from France, Germany, Spain and Italy were able to listen to the keynote addresses in their own language thanks to a simultaneous translation set-up, according to show manager **Cathy Gibson**.

Produced by World Expo and co-hosted by MIT, the Open Software Foundation and Bull Worldwide Information Systems, the show also featured participation by the Commission of the European Communities. "The event gained an academic perspective from MIT and a clear picture of the technology from OSF, and Bull, by bringing in its best prospects and customers, gave it an international aura that other conferences just don't have," noted Gibson.

WORLD TRADE CENTER BOSTON
WELCOME TO:
ENTERPRISE '93

World Update

Enthusiasm for the Enterprise '93 ran high. "We actually got calls from attendees complimenting us on the show," said show manager Cathy Gibson.

World Update

World Expo's Chris Blanchard, Kathleen Norton and Justin Desmarais go over the Enterprise '93 schedule.

HITACHI
FUJITSU
HEWLETT PACKARD

David Kellar

"The most exciting aspect is that the Windows marketplace doubled in the past year, the exhibitors at Windows World [pictured above] doubled, and the attendees doubled," said World Expo COO Jim Povec, who attended three out of World Expo's four shows in less than one week.

WINDOWS WORLD Expo/Tokyo
開催記念パーティー

David Kellar

Kozo Hiramatsu (second from left) and Jim Povec (r) help break open a sake barrel to celebrate the success of this year's Windows World Expo/Tokyo.

Ask the experts

QUESTION: How do you use the Simmons Compro Study to sell advertising space?

The Simmons Compro Study is the first syndicated readership study conducted among computer professionals in the U.S. and was completed late in 1992 and released early in 1993.

The purpose of the study was to determine which publications were being read by computer professionals in medium and large companies.

At *Computerworld*, we use the Simmons Compro Study in a variety of ways to sell advertising space. Our primary focus is to use the study's results to serve our customers' needs for timely and objective media research when they are making media decisions. This service-oriented approach pays off in increased advertising commitments because we do the following:

1. React in a timely fashion to requests for Simmons data. Media buyers are often pressed for time so even a few hours delay can mean a great deal to the customer. We provide free on-line computer runs and work closely with the buyers to define their target audience, budget, and desired number of exposures to the advertising message.

2. Generate our own Simmons data for each major account to anticipate how customers and prospects might use the data to make their media decisions.

3. Analyze Simmons data to anticipate competitive threats from other publications fighting for a place on the media schedule. We often do many preliminary runs before we meet with a key client to preempt any possible objections or misinterpretation of the data.

4. Use Simmons research to further a customer's understanding of market dynamics (e.g. what percentage of readers responsible for large volume purchases of PCs also indicate that they have database software installed?)

5. Identify readership duplication ratios that can help our clients evaluate the unique, unduplicated reach that we provide and high levels of duplication among some of our competitors' publications.

There is almost no end to what a creative advertising sales representative can do with the Simmons data. If you have heard of any other innovative applications for this research and other ways to win business with Simmons Compro let me know, and I would be glad to take you to lunch to talk about it!

- Steve F. Woit
Senior Vice President/Marketing
Computerworld

If you have a question you would like to see addressed in this column, please submit it to us by phone (617-423-9030) or fax (617-423-0712). We will track down the appropriate in-house experts to provide an answer.

Address change

IDG Norway has moved. Mail should be sent to:

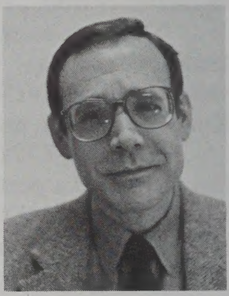
IDG Communications Norway
P.O. Box 9090 Gronland
0133 Oslo
Norway

The street address is Toyenbekken 21

Telephone: +47-22-05-30-00
Fax: +47-22-05-30-01 (administration)

Chairman's achievers

Barry Green
Buyers Guide Editor
SunWorld



Green

SunWorld

Barry has set up and implemented a buyers guide process that allows *SunWorld*, with minimal commitment of resources, to meet additional information needs of readers in an efficient way.

According to Editor-in-Chief Michael McCarthy, Barry has executed the project so well he has required minimal management, and the buyers guides have one of the lowest error and vendor complaint rates McCarthy has seen for such listings.

"Barry has had to digest arcane technical claims in order to accurately reduce them to cogent tabular information and negotiate among vendors arguing about claims and counterclaims," McCarthy said. As a result of this part-time employee's efforts, "*SunWorld* is able to provide its readers with valuable listings in commodity or special interest areas that we would otherwise simply be unable to cover.

"This also helps *SunWorld* be more competitive, and the well-organized and highly accurate nature of the information presented further enhances *SunWorld*'s reputation as a credible, authoritative and knowledgeable resource for our readers," McCarthy added.

All IDG managers are invited to nominate deserving employees as Chairman's Achievers. Please request a nomination form from the IDG Chairman's office at fax 617-859-8642.

Noteworthy !

PROMOTIONS

Infotainment World's **Holly Klingel** has been promoted from circulation manager to circulation director to reflect her increasing responsibilities, including managing a staff that has now grown to three. She joined *GamePro* in 1991 as fulfillment manager and previously worked for more than two years at *Lotus* magazine. "Holly has done an incredible job in driving the various areas of responsibility in the circulation arena," said Infotainment World President Patrick Ferrell. "As Holly and her group have direct responsibility for over $7 million in revenues, we all owe them a debt of gratitude for their direct contribution to a super fiscal year."

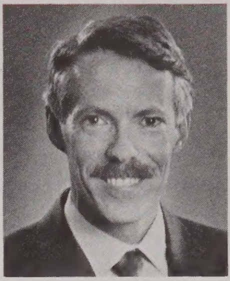
Also at Infotainment World, Marketing Manager **Debra Vernon** has been named director of marketing and will be responsible for revenue-generating activities such as custom publishing, the *GamePro* TV show, research and various new business activities. She has been with IDG for three-and-a-half years.

Marketing Specialist **Valerie Hennigan** has been appointed marketing manager and will be handling the expenditure side of the marketing budget such as sales support, promotions, public relations and trade shows. She came to Infotainment World late last summer after working for a year in *Macworld*'s ad sales department.

"The marketing department has always been effective, but in the last 18 months they have traken a leadership role in helping us drive our tremendous growth," Ferrell said. "More and more we are seeing events, promotions and public relations driving our enhanced market reputation and thus, our revenues."

■ ■ ■

Alan Abrams has been appointed director of marketing at *PC World*. The former marketing manager, who joined the publication last August, will oversee all of *PCW*'s marketing efforts, including advertising campaigns, sales support, public relations and trade show activities.


PC World

Abrams

"Alan's been a great asset to *PC World*'s vitality," said Publisher Rich Marino. "He has the ability to gauge the needs of our advertisers and to effectively assist our sales people in their efforts to meet them."

NEW EMPLOYEES

At *PC World*'s sales office in Natick, Mass., **Pamela Radock** has been hired as a sales/administrative assistant working with Michael Welsh Carroll. She was most recently an information representative with NEC but previously worked at Computer Buyers Publishing and IDG World Expo. Pamela is pursuing an associate's degree in business management at Newbury College and enjoys swimming, cooking and visiting Cape Cod and New Hampshire.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS

Bill Leitch - IDG World Expo

FIFTEEN YEARS

Barbara Howell - IDG Australia

TWELVE YEARS

Scott Mace - InfoWorld

NINE YEARS

Barbara Ringer - IDG Germany

EIGHT YEARS

Steve Ireland - IDG Australia

SEVEN YEARS

Ralph Finos - IDC
Claudia Burger - IDG Germany
Karin Quack - IDG Germany

SIX YEARS

Madeleine Buckingham - IDG Central Svcs.
Cherie LaFrance - Macworld
David Noble - IDC Australia

FIVE YEARS

Doug McLeod - IDC
Giulio Ferrari - IDG Italy
Ruth Henrich - Macworld
Graeme Martin - IDG New Zealand

FOUR YEARS

Tracy Payne - IDG New Zealand
Barbara Robinson - IDG Australia

THREE YEARS

Jennifer Scholze - IDC
Paul Fredric - Network World
Maria Chico - PC World
Richard Willoughby - PC World
Cameron Crotty - Macworld

TWO YEARS

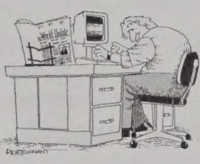
Nancy Meachim - IDC
Judith Rosall - IDC
Jan Cameron - IDG
Susan Silvius - PC World
Michael Harwayne - PC World
Katherine McCarthy - PC World
Linda Belding - Lotus/PC World
Andrew Ochrymowych, Lotus/PC World
Paola Bloise - IDG Italy
Andreas Uiterwijk - InfoWorld
Carol Coupland - IDG New Zealand

ONE YEAR

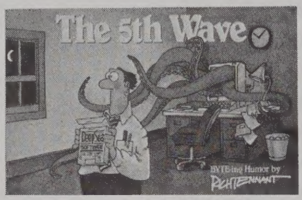
Rob Garretson - International News Group
Lynda Fitzpatrick - IDC
Randy Perry - IDC
Debra Mahler - Network World
Michele Dostert - Computerworld
Theodora Guest - IDG
Cedric Higgins - SunWorld
Eric Lam - PC World Hong Kong
Clinton Shiao - IDG Taiwan
Mickey Leung - Asia Computerworld
Roxanne Beverstein - InfoWorld

Off line

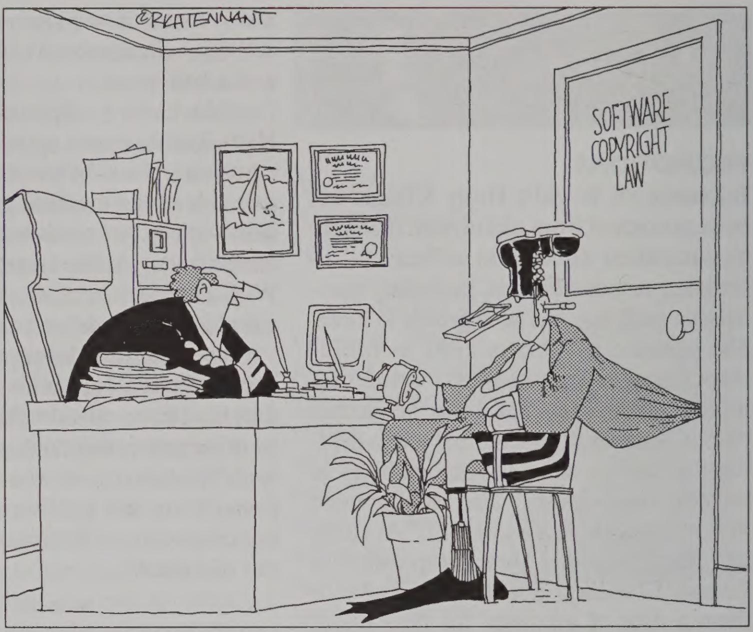
Win Your Own



or



Off line T-Shirt **5th Wave cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, August 10. The person with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Network World tightens up subscriber requirements
- PAGE 2

On line: *PCW's* Pat Kenealy steps up to the plate
- PAGE 3

Fluegelman internships provide win-win opportunities
- PAGE 4

IDG World Update

VOLUME 23, NUMBER 29 JULY 19, 1993

Newly created *Computerworld* council unifies research effort

Research — whether used for editorial, sales, circulation or marketing — is critical to a publication's success. Everybody wants it and everybody does it. At the suggestion of *Computerworld* President **Gary J. Beach**, *CW* has developed a means for strengthening the entire research effort undertaken by discrete departments.

World Update

Rich Mikita (l) and Alan Farias at a recent CW Research Council meeting.

The CW Research Council — composed of representatives from *CW*'s editorial, marketing, sales and circulation departments; the CW Database Division and IDG Research Services — have been meeting every month or so to share what's pending in the research pipeline.

The council's goals are: 1) to let people know what's going on in the research arena; 2) to make research that's already complete more accessible and 3) to enable the researchers to see if there are opportunities to collaborate on a study, such as being able to insert additional relevant questions, or to use results for their own projects.

Rich Mikita, vice president/general manager of the CW Database Division, now compiles and circulates a cumulative list of research projects each month among all council members, *CW* salespeople and appropriate editorial staff. The list identifies the project, the client, who requested it and when, its status (requested to completed), the market value and the department managing it. Council members were surprised to find less duplication of research than originally thought.

"We'll get a lot more mileage out of multiple use" given the cost of doing the research," Mikita said. While most of the studies are done with a particular client or product in mind, very often they can be used by other *CW* people and for other clients, either as is or with slight alterations. "Salespeople are often under pressure to respond to a client request or get into a resistant account," Mikita said. "This list contains the raw material to find door openers — information the client can use — for these difficult accounts."

In addition to helping the sales staff, the list serves as a good reference for

- SEE PAGE 2

Happy 10th IDG Norway, Argentina!

World Update

IDG Norway General Manager Morten Hansen (r) invited Erland Frisvold, the headhunter who originally recruited him to IDG in 1984, to join in the company's 10th anniversary festivities. Also turning 10 last month was IDG Argentina. Story, more photos page 5.

In brief

NW beefs up qualification criteria

Network World recently announced that it is instituting the most stringent set of subscriber qualification criteria in the industry. The new criteria allow *NW* to deliver a readership to advertisers that is far more qualified than that of any other networking publication.

One hundred percent of *Network World* subscribers must meet the following three qualifying criteria, which are subject to BPA audit: 1) have purchase influence for at least one site in their company, 2) have multi-platform networks and 3) purchase network products and services, including the computers, applications and peripherals that comprise their networks.

Network World, with its circulation of more than 150,000, has always had an influential readership. "An exclusive readership means volume buyers," said Vice President of Circulation **Debbie Winders**. "Each of our subscribers spends an average of $7 million a year on their enterprise network computing environments. We continue to hone the quality of our subscribers to make sure they represent the highest possible level of network IS professionals — volume buyers who cannot be reached in other publications."

Sunworld picks top Unix tools

SunWorld
BEST
PRODUCT
1992

SunWorld held its first annual Best Product Awards ceremony in San Francisco earlier this spring, honoring 22 companies whose hardware or software products earned top ratings from the publication's Advanced Systems Test Center (ASTC). ASTC, the industry's first lab dedicated to testing and comparing Unix products from a broad range of vendors, evaluated in excess of 150 products during its first year.

More than 90 corporate representatitves attended the event as well as members of the magazine's staff. "The fact that Hewlett-Packard and Tektronics received the most product awards for '92 reinforces *SunWorld*'s editorial commitment to an open and unbiased review policy and shows that it's a multi-platform book — a value our readers and advertisers can depend on," said Associate Publisher Harry Versen.

Council

- FROM PAGE 1

editors and reporters who need background for a story. **Kevin Burden**, *CW*'s research coordinator, said he's also found it useful to analyze what's already been done and see where a different survey can break new ground. The list and the studies themselves "helps us fine tune some of the types of research we're trying to do," he said.

As a result of the council's creation and subsequent information sharing, there's more potential to use studies in different contexts or group questions together in a single study. The database division did a study for one vendor on user perceptions of that company and its particular product line, and it went so well the staff interviewed users of similar products from other vendors to get a range of responses to compare.

Before the council was created, each department planned its own research agenda. Now, during the current budget season, council members have discussed how to build on studies in the future to gain leverage. "We want to look at how all of us can benefit and make sure we do research that is additive," Mikita said.

Who conducts research for *CW* and how

IDG RESEARCH SERVICES

A separate business unit that provides research to IDG publications. Several staff members work exclusively on the *Computerworld* account.

- Clients: CW sales and marketing for advertisers and agencies; CW editorial for readership tracking studies, CW circulation for renewal research.
- Produces research surveys intended to be projectable to the *CW* subscriber base. Products include product/technology and brand preference studies, among others. Studies have an active shelf life of up to a year and can take one to three months to produce.

CW DATABASE DIVISION

- Clients: advertisers, *CW* sales and editorial departments.
- Produces reports based on topical, technical or market trend questions that help *CW* advertisers measure the mood of the IS market. For example, a *CW* salesperson requested a survey of what IS professionals think about the Duo since Apple's agency is interested in changing the product's pitch, and the information will help the agency develop its plan. Results are tangible evidence that *CW* gives them access to the market they need to sell their products. Surveys produced on a tight turnaround of one to five days for quick, specific uses.

EDITORIAL

- Clients: CW readers.
- Research typically pinpoints information that's of interest or has news value to the reader. Uses CW Database Division for quick, generally news-related issues. For example, polled readers to ask what they thought of Louis Gerstner heading up IBM. Also uses non-IDG sources for projects such as its "Buyer's Scorecard" surveys.

On line

ASK PAT

PC World *President Pat Kenealy takes a turn as this week's On line guest columnist.*

Q You recently hosted PC World Product Line Meetings in Hong Kong and Cannes, France. Can you provide some highlights?

A This year we held three two-day *PC World* product line meetings: Latin America (in Miami in March), Asia/Pacific (in Hong Kong in June), and Europe (in Cannes in June). All told 81 PC World-ers from 32 countries got together at the three meetings and shared experience, advice and opinions about the future of the PC market and publishing. Post-meeting reviews said attendees learned a lot and had a good time.

Q Can you give us an update on the PCW Global Product Support Center?

A The PC World Global Product Support Center is a successful experiment which is just finishing its first fiscal year. Actually the program is about 6 months old; we postponed starting it a bit while *PC World* U.S. digested *Lotus Magazine*. From a staffing point of view, the program takes about 15% of my and [my assistant] Kelly Milan's time with "volunteer" help from another dozen people at *PC Worlds* around the globe.

In FY93, the program's major expenses were about $100,000 on product line meetings and about $200,000 on a 31-country digital audio tape system to distribute *PC World* text and images around the world.

The program's mission in FY93 was to help all IDG's *PC World* publications meet their individual goals by sharing resources and good and bad experiences. Later this month, representatives from the *PC World*, *Macworld* and (new) *Computerworld* Global Product Support Centers will meet in Boston with representative country manager "customers" to plan activities and budgets for FY94.

Q What is the Management Associate Program and how does it work?

A *PC World*'s Management Associate Program is a 4-year-old special recruiting program designed to attract high-potential young people to IDG. Management Associates are graduating students recruited from six or seven top universities, journalism schools, and business schools, or high-potential employees recruited from inside IDG. The recruiting prerequisites are outstanding analytical skills, significant prior publishing experience and a well-considered desire to make a career in publishing.

Management associates are paid a salary competitive with the best first-year jobs in publishing, consulting or investment banking, and spend the first year on the job doing an intense mix of short- and long-term projects for me and for *PC World*'s department managers. Most of the projects are quantitative or financial but they are chosen to give associates fast and deep exposure to all the major publishing disciplines. The associates work crazy hours but learn huge amounts.

At the end of a year, associates must apply for open positions at *PC World* or IDG and begin building a career like any other IDG employee and their open positions are filled by a new group. We typically hire two or three associates a year at *PC World* and post the jobs in advance every February and March. Any IDG employee worldwide can apply.

Q How does *PC World*'s new interactive fax system work?

A It's an automated fax-on-demand and forms recognition system that lets readers request editorial reprints and advertising information immediately. Thomas Gewecke, the *PC World* management associate who built our Fax-Back editorial research system last year, designed the interactive fax system and is currently running a trademark search to decide what to call it.

To use the system, a reader dials an 800 or 900 phone number that appears in a *PC World* ad or article. The reader uses his Touch-Tone phone to enter a document number from the ad or article and his fax number. The system automatically and instantly faxes him the information he has requested. *PC World* earns revenue from a slice of the 900-number charge or from advertiser fees.

Giving readers instant access to editorial and advertising product information significantly enhances *PC World*'s value as a publication. The interactive fax system serves advertisers by capturing new sales leads, by qualifying those leads automatically, and by fulfilling the leads instantly and inexpensively. The pace of the PC industry and its product cycles got us started on this system to bring readers and advertisers together quickly. Early advertiser interest has been very strong.

(For more information on any of the programs mentioned above contact Pat Kenealy at PC World U.S.: fax (415) 978-3382 or by IDG E-mail at P.KENEALY.)

What's on your mind?

Questions for regular On line columnists IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy may be submitted anonymously to World Update via fax (617-423-0712) or by mail: 41 West Street, Boston, MA 02111.

Fluegelman internships open doors to publishing

Program helps talented individuals explore career change

For the eighth consecutive year, IDG's Fluegelman internship program is paving the way for talented individuals looking for a career change to gain experience in publishing. The program honors the memory of Andrew Fluegelman, founding editor of *PC World* and *Macworld*, who was a lawyer and then a book publisher before becoming involved in computer magazine publishing.

Callaway
World Update

Thorat
World Update

Lynch
IDG Peterborough

Business units benefit from the program by gaining temporary additional help for work on special projects or ongoing assignments, while the interns get a chance to develop or refine publishing-related skills. Participating divisions and IDG Corporate Human Resources share the cost of each person's stipend for the six- month internship.

FOUND A NICHE

Erin Callaway started working at *Computerworld* earlier this year in an unspecified intern position, researching background information for various reporters and working on the computer careers section. Encouraged by colleagues to apply for the Fluegelman program, she began working with Research Manager **Michael Sullivan-Trainor** on the Premiere 100 supplement in March. Though Callaway was a student teacher and tutor for several writing classes while at Ithaca College, she had no previous professional publishing experience. Now, however, she thinks she's found her niche.

"The internship has really worked out well for me, but there's still a tremendous amount to learn — though I've gotten to the point of talking to people about IS and knowing what they mean!" Callaway said she's found the people she interviews enjoy talking about their work and have been very gracious about explaining concepts she doesn't understand.

At *Network World*, **Dana Thorat** started out by working with Features Editor **Charlie Bruno** to launch a new column, the Network World Help Desk, and has been busy fielding questions from readers and contacting vendors to come up with solutions. Bruno said he plans to have Thorat get as many writing opportunities as possible by working with other employees on the opinion page, buyers guides and supplements.

While she was working as a self-employed desktop publisher earlier this year, Thorat saw an ad for the Fluegelman program in a Boston-area daily paper and decided to apply. "I've always worked for data communications companies, so the network graphics aren't strange to me," she said. While she has ample desktop publishing design experience, Thorat said she is looking forward to learning more about the editorial end of things through the internship, which also complements the courses she is taking in pursuit of a technical writing and communications degree from Northeastern University.

A PETERBOROUGH FIRST

Kelly Lynch, IDG Peterborough's first Fluegelman intern, found out about the program when she applied for another job at the company. While she didn't get that position, the staff held her resume and suggested she apply for the internship. Previously, Lynch was a video production assistant making instructional tapes at a tire company in Keene, N.H.

At *Desktop Video World*, Lynch credits her video background with helping her understand the material she's copy editing and writing about for the new products column. "The job has been great. It's giving me valuable experience I'll be able to use anywhere," she said. "I'm now functioning as an assistant editor because the staff is so small, and I'd really like to do the same kind of job down the road."

Over the years more than a dozen individuals have participated in the Fluegelman program, and most of them have been hired afterward, said Vice President of Human Resources **Martha Stephens**. "The internship gives people an opportunity to come into publishing and prove themselves, and they've had a high success rate," she said. "The program brings new talent to IDG, and it's clearly been an investment that has paid off."

Is there a Fluegelman in your future?

The Fluegelman internship program is administered by IDG Corporate Human Resources. Up to three six-month internships are available each year and all U.S. publishing units are invited to apply. Editors-in-chief at all U.S. publications receive an application form in February. To be approved internship positions must be well-thought out, provide appropriate mentoring and meaningful learning tasks. "We don't want interns standing at the copy machine all day," notes Vice President of Human Resources Martha Stephens. Once an internship is approved, the individual publication, working alone or in conjunction with HR, recruits an individual to fill the position. Interns are paid an average entry-level journalist's salary, which is split by HR and the business unit. Publications typically pay about $6,000 for an intern.

"The 22 Immutable Laws of Marketing" Seminar

IDG World Expo Corporation is sponsoring a half-day seminar on Thursday, July 29, 1993 at the Crowne Plaza in Natick from 9am to noon. Conducted by a marketing strategy firm, Trout & Ries, the focus of their presentation will be the topics covered in their book, "The 22 Immutable Laws of Marketing." Specifically, the outline is as follows:

- **Where's the battle taking place?**
  Marketing battles are fought not in the marketplace, not in the retail store, not in the prospect's office or home. Marketing battles are fought in the minds of the prospect.

- **How do you get into the mind?**
  The essence of communications is knowing how to position yourself in the prospect's mind. The best way to establish a position is to get into the mind first. It's better to be first than to be better. If you can't be first, then you must use one of the other principles of positioning to get into the mind. The six principles will be discussed at this session.

- **Opening up a second front**
  Instead of line extension, a better strategy is to open up a second front with a different name. Examples are: Apple's Macintosh launch, Levi's Dockers line.

- **Attacking on a narrow front**
  The core of the military approach to marketing is the concept of attacking on a narrow front, rather than a broad front. "Keep the forces concentrated in an overpowering mass," says Clausewitz. "The fundamental idea, always to be aimed at before all and as far as possible."

- **Top-down disasters**
  Traditional top-down thinkers believe you can do your planning in the ivory tower or in the conference room. Top-down thinkers first decide what they want to do (strategy) then they go out and try to do it (tactics). Today's competitive environment has made the top-down approach obsolete. What good are long-term plans when you cannot predict future competitive moves?

- **Bottom-up successes**
  Marketing strategy should be developed from the bottom-up. In other words, you first find a tactic that will work. Then you build that tactic into a strategy. The place to find answers to marketing problems is not inside the company, but inside the mind of the prospect.

- **Attributes for success**
  To be successful today, you need five personal attributes: boldness, courage, flexibility, knowledge and luck.

TO SIGN UP:

This session is open to any interested IDG employee.
Please contact your HR Representative, by July 26 , to reserve your free space.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Tuesday, July 19, 1993

*The IDG Job Opportunities listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

VICE PRESIDENT, WORLDWIDE SALES (WORLD EXPO)

This individual will be responsible for the production of revenue for all IDG World Expo Events. Proven management skills directing a sales organization of 10 or more people, as well as 8-10 years experience in advertising sales or trade show sales required

ASSOCIATE FEATURES EDITOR (NETWORK WORLD)

The person in this position will be responsible for all aspects of the company's Buyer's Guides including: writing stories, working with outside authors, editing copy and overseeing production of in-depth product comparison charts. The ideal candidate will be able to juggle multiple tasks, have strong research, problem-solving, and interpersonal skills, as well as editing experience. Knowledge of Networking industry and technology required; supervisory experience and proficiency with MS Word for the Macintosh helpful.

PRODUCT SPECIALIST (NETWORK WORLD)

The individual in this position will have multiple project/product management responsibilities for technical seminar programs. Key responsibilities include: marketing plan and execution, site and event planning and logistics, sales, customer relations and program development. Limited additional support of other *Network World* products. The ideal candidate will have excellent organizational and negotiating skills and be detail oriented. Prior experience with event planning and production, a Bachelor's degree, as well as proficiency with Macintosh required.

SALES ASSISTANT (NETWORK WORLD)

This individual will provide sales support to two Account Executives. Responsibilities include presentation preparation, general office duties and direct contact with clients. Candidates must possess good communication skills and be Macintosh proficient. Prior sales experience helpful.

SALES MANAGER - DEMOGRAPHICS EDITION (NETWORK WORLD)

The person in this newly created position will sell for the *LanWorld Edition.* Reporting to the Advertising Director, this individual will manage all aspects of sales and marketing nationally. Solid track record of at least five years advertising sales experience required; a background in marketing is highly desirable.

SALES REPRESENTATIVE (NETWORK WORLD)

The person in this entry level sales position, located in Irvine, will perform inside and outside sales duties, leading to full outside sales responsibilities, for the Southwestern region. This individual will report to the Western Regional National Account Manager. Previous inside sales experience a plus.

ADMINISTRATIVE SALES ASSISTANT (COMPUTERWORLD)

This person will provide support to the Administrative sales team with day-to-day activities, including: producing reports, database maintenance, mailings and phone coverage. The ideal candidate will be detail-oriented and familiar with spreadsheet and word processing software; knowledge of Paradox helpful. Minimum of two years administrative experience, excellent communication skills and the ability to handle a variety of tasks simultaneously necessary.

ASSOCIATE EDITOR (COMPUTERWORLD)

Working with the senior editor on the weekly Management section, this person will take an active role in planning, commissioning, editing, laying out, proofing and producing sections. This individual will also independently handle the bi-monthly production of the "Intelligence File". Knowledge of the information technology industry, well developed editing skills and experience reporting and journalism writing required. Three to five years journalism experience required; news reporting experience a plus.

NATIONAL SALES MANAGER (FEDERAL COMPUTER WEEK)

Working closely with the Publisher, the individual in this position will manage sales staff and promote *Federal Computer Week.* Additional duties will include developing marketing strategies and sales tools. Advertising/sales management and competitive market experience necessary; exposure to the high-tech publishing industry helpful. Excellent communication and presentation skills required. This position requires a high degree of travel.

ASSOCIATE NEWS EDITOR (INFOWORLD)

Responsible for line and content editing of both high and low news, this individual will work closely with the section editors. Responsibilities will include keeping track of all stories for individual sections, reading and editing for content, clarity, readability and style. The person in this position will work with individual writers in a give-and-take process to better shape and focus each story. In high news, the Associate Editor will edit, story-track and proof pages.

PRODUCTION ARTIST/TECHNICIAN (INFOWORLD)

This person will be responsible for and serve as backup for a variety of production tasks. The ideal candidate for this position will have excellent communication skills, the ability to work independently, have a mature sense of responsibility, as well as be detail and deadline oriented. Typesetting and/or design background helpful. Minimum requirements are: fluency in Quark XPress and knowledge of Adobe PrintShop and Adobe Illustrator, working knowledge of traditional and electronic techniques and prepress, as well as knowledge of 4-color reproduction process. Flexible hours required.

SALES REPRESENTATIVE (INFOWORLD)

The individual in this position, covering the Southern California territory, will be responsible for prospecting and maintaining advertising space for the InfoWorld Direct monthly publication. Three to five years of outside sales experience and knowledge of the computer industry required.

CUSTOMER SERVICE SPECIALIST (PC WORLD)

Primary responsibilities for this position include administrative and clerical support for the Senior VP of Circulation, Marketing & Research, as well as serving as office manager for the department, coordinating and executing all subscriber service functions. The ideal candidate will possess excellent administrative, telephone and writing skills as well as being IBM PC or compatible literate. This fast paced position requires a self-starter.

EDITOR (PC WORLD)

Reporting to the Editor-in-Chief, the person in this position will have direct responsibility for the editorial content of *PC World* and PC World's *Lotus Edition.* Candidates should possess 8-10 years experience managing a staff at a major business or consumer publication, as well as familiarity with issues facing the PC marketplace and technology. The primary responsibility for this position will be to assure that every element of every article executes a conscious plan for attracting reader's attention.

ASSOCIATE EDITOR (INTEGRATED MEDIA)

Acting as a representative of *Publish!*, the individual in this position will develop editorial copy, supervise the assistant staff, assign and edit stories, develop story ideas and authors, as well as develop and maintain contacts in the industry and attend trade shows. Familiarity with multimedia technologies and strong editing and writing skills required.

Job Opportunities

Revised: July 19, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Human Resources Assistant	Framingham, MA	B. Thompson	(508)935-4531
IDG	AP Data Entry P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG	Associate Research Analyst	Research Srvcs., Framingham, MA	B. Thompson	(508)935-4531
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
WEC	VP, Worldwide Sales	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Show Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
NWW	Associate Features Editor	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
NWW	Sales Manager, Demographics	East Coast	M. Cornetta	(508)935-4734
NWW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NWW	Mailroom Assistant - P/T	Framingham, MA	S. Finlay	(508)820-7424
NWW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NWW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
NWW	Senior Correspondent	San Francisco, CA	M. Cornetta	(508)935-4734
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Telemarketing Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive(2)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sales Assistant - P/T	Framingham, MA	S. Perry	(508)820-8160
A+	Ass't to Director of Ad Sales	Peterborough, NH	G. Lodge	(603)924-0392
A+	Account Manager	*MacComputing*, Northwest	G. Lodge	(603)924-0392
TMP	Advertising Sales Rep.	*DesktopVideoWorld*, Peterborough, NH	G. Lodge	(603)924-0392
LINK	Sr. Analyst - Mass Mkt. Tele.	New York, NY	M. Winther	(212)627-1500
LINK	Sr. Analyst - Cons. Telesrvcs.	New York, NY	D. Bernardi	(508)935-4361
IDC	Desktop Sys. Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst - E-Messaging/Wrkgrp.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, LAN	Framingham, MA	D. Bernardi	(508)935-4361
FCW	National Sales Manager	Falls Church, VA	J. Hussey	(703)876-5103
EMS	Vice President, Technology	San Mateo, CA	M. Belinsky	(415)286-2770
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Production Artist/Technician	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Irvine, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assitant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (3)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (2)	Indianapolis, IN	D. Vieraitis	(415)572-7341
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/Publisher	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

Two turn 10

IDG Argentina celebrates with Briefing Session, gala reception

IDG's office in Buenos Aires, which includes publishing and market research operations, celebrated 10 years of continuous presence in the Argentine IT market with an IDC Briefing Session in May and a gala reception in late June.

Ruben Argento scans the anniversary issue.

IDC U.S. colleagues **Paul Pastrone, Gigi Wang, David Card** and **Richard Zwetchkenbaum** participated in the briefing session, which was held during the USUARIA '93 congress, a major gathering of Argentina's communication and IT users. Topics included "Evolution and Competition in Latin American IT markets," "Networking Strategies in the '90s," "Winning the Midrange Wars" and "Tomorrow's Trends in the PC System Market."

A substantial number of executives from international and local IT enterprises attended the June luncheon, and the presidents of organizations such as the Argentine Republic Information and Communications Chamber and the Argentine Society of Information and Operating Research received special commendations from *CW Argentina* for their activities supporting information technology.

Following a video on IDG Communications, General Manager **Ruben Argento** spoke about the progress of the local market since 1983, its future, and the growth of IDG Argentina from a single publication (*Computerworld*) to publisher of *CW*, *InfoWorld*, newsletters, white papers, buyers guides and software and hardware catalogs.

IDG Argentina photos

IDG President Walter Boyd (l) and Ruben Argento (center) share a toast with the IDG Argentina staff.

Trio of parties, special issue mark IDG Norway's first decade

Operating on the theory that more is better, IDG Norway held three parties in a single day to commemorate the 10th anniversary of *Computerworld Norge*.

On June 11, Managing Director **Morten Hansen**'s team hosted two receptions for customers and editorial contacts and a party in the evening for all 74 IDG Norway employees and special guests, including IDG President **Walter Boyd** IDG International News Group President **David Hill** and **Bengt Marnfeldt, Preben Engell,** and **Eckhard Utpadel**, managing directors for IDG Sweden, Denmark, and Germany, respectively.

Computerworld Norge produced a 132-page anniversary issue, which sported a glossy cover and featured an overview of the history of the computer industry ("From Babbage to Pentium"), a photo of the current *CW Norge* staff and record advertising revenues.

40 YEARS OF EXPERIENCE. The four original employees who are still with IDG Norway take time for a group photo. From left: *CW Norge* Senior Editor Ahlert Hysing, IT Manager Eirik Gulbrandsen, Administration Manager Lars Egil Saetrang and Marketing Director Thomas Bergerskogen.

World Update photos

IDG Norway's Torgeir Vikan (l) and Bernhard Steen indulge in a musical interlude while the official band takes a break.

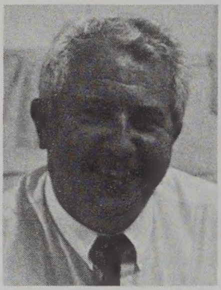
Chairman's achievers

Martin Meier
Editor-in-Chief
Computerworld Schweiz

Meier *World Update*

IDG and IDC Switzerland have worked closely together over the past year, particularly in promoting IDC conferences. This year, Martin Meier initiated a series of *CW Schweiz* special reports that tie together editorial focusing on IDC conference themes with advertising from relevant clients. The sections on networking, desktop publishing, open systems and imaging have yielded IDG more than 350,000 Swiss francs ($U.S. 233,000), over 10% of the company's year-to-date display revenues. "Martin managed to produce these special reports with a reduced editorial staff and very little extra funding from outside contributors," said Managing Director Gebhard Osterwalder. "Despite an increased number of editorial pages, Martin and his team saved 9% on the editorial budget!"

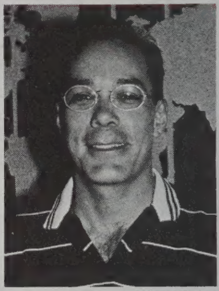
Enrico Charen
Sales Director
IDG Switzerland



Charen *World Update*

IDG Switzerland's newest product, *Schweizer PC Katalog*, got off to a fast start with its debut in April. Positioned as a low-cost advertising vehicle, not an editorial product, that targets the rapidly growing Swiss computer mail order business, the publication has yielded a profit margin of 15%. Its 57 pages of advertising made it the country's largest PC publication. "Enrico has turned it into a major success, motivating his small team [of seven] to sell the catalogs in addition to all the special sections for the conferences and fairs," said Managing Director Gebhard Osterwalder.

Ed Ramirez
Sales Associate
Macworld



Ramirez *World Update*

"Ed is a team player who goes the extra mile for others in the department and company," said Account Manager Gina Salaices. When Gina was on a two-week vacation, Ed covered for her in addition to his regular responsibilities and also helped other sales colleagues with several projects, including producing an entire presentation for another account manager. "Ed solved the problem while saving the company money [by not hiring a temp] and producing a professional proposal worthy of IDG's high standards," Salaices said.

All IDG managers are invited to nominate deserving employees as Chairman's Achievers. Please request a nomination form from the IDG Chairman's office at fax 617-859-8642.

Calendar 1 2 3

JULY 25-27
U.S. Editors Meeting
Ritz Laguna Niguel
Laguna Niguel, Calif.

AUGUST 3-6
MACWORLD Expo/Boston
Bayside Expo & World Trade Center
Boston, Mass.

SEPTEMBER 1-2
AutoCAD World
Stockholm, Sweden

SEPTEMBER 9-11
Maxi Data Expo
Stockholm, Sweden

SEPTEMBER 14-16
Unix Expo
Oslo, Norway

SEPTEMBER 14-17
Object World/Sydney
Sydney, Australia

SEPTEMBER 15-16
Asia/Pacific Managers Meeting
Hong Kong

SEPTEMBER 17
IDG Board of Directors Meeting
Hong Kong

SEPTEMBER 20-21
European Managers Meeting
Zurich, Switzerland

SEPTEMBER 20-21
Object World/Frankfurt
Frankfurt, Germany

SEPTEMBER 20-22
MACWORLD Expo/Toronto
Metro Toronto Convention Center
Toronto, Canada

SEPTEMBER 21-23
MACWORLD Expo/Mexico City
Ma. Isabel Sheraton Hotel
Mexico City, Mexico

SEPTEMBER 22-24
European IT Forum
Venice, Italy

SEPTEMBER 22-25
ComNet/Korea
Korea Exhibition Center (KOEX)
Seoul, Korea

SEPTEMBER 28
IDC Switzerland Conference
Business Process Redesign '93
Zurich, Switzerland

Noteworthy !

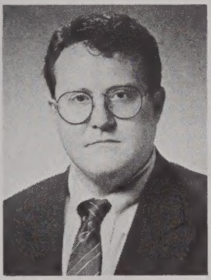
TRANSFERS

Carla SlatonBarker has been hired as production editor for *MacComputing* in Peterborough, N.H.. She was previously a free-lance editor for *PC Games* and before that served as associate editor for both *inCider/A+* and *PC Games.*

NEW EMPLOYEES

Tony Augsburger has signed on as a page layout technician with IDG Books/Midwest. He previously managed Ink Spot, his own page layout and design company. Tony has a BA in food service management from Indiana University/Purdue University at Indianapolis and a BS in preaching from Johnson Bible College in Tennessee. Outside the office he enjoys camping and gardening.

■ ■ ■



Abernathy

PC World

Joe Abernathy has been appointed *PC World*'s senior editor of news, where his beat will include a number of hardware and software product categories with an emphasis on how they affect business and society. He previously spent seven years at the *Houston Chronicle* as a special projects reporter specializing in technology and was nominated for a Pulitzer Prize for Best Beat Reporter in 1992. Joe will continue to live in Houston and will retain his regular column in*The Village Voice*. Outside the office he enjoys athletics, music and new media.

■ ■ ■

IDC welcomes **Nancy Viens**, a typesetter/compositor who will be producing reports, flyers and brochures and other literature. She previously had similar responsibilities at MIT's Lincoln Labs. Nancy enjoys for travel and sports in her free time.

IDG's 10th Annual International Photo Calendar Contest

Have you always wanted to see your work in print? Would you like to show off your talent ALL OVER THE WORLD -- and win prize money for your masterpiece? Enter your best photo in the 1994 IDG Photo Calendar Contest!

CONTEST RULES

☑ Submit up to two color or B&W glossy prints or 35mm slides.

☑ Entries MUST be clearly labled with:
- your name
- business address
- telephone number
- photo title

☑ Submit photos as developed, no retouching.

☑ **Entries must be received by Aug. 31.**

Entries will be judged by a panel of IDG representatives who will choose the 12 outstanding photos for the 1994 Calendar

HOW DO I ENTER?

Please send entries to:

IDG Photo Calendar Contest
c/o Kelly Lynch
IDG Human Resources
5 Speen Street
Framingham, MA 01701

Please refer questions to:

Kelly Lynch (508)935-4416
Michelle LaJeunesse (508) 935-4405

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS

Iris Killinger - IDG Germany

TWELVE YEARS

Jeff Pennett - Network World

TEN YEARS

Anindya Bose - LINK Resources

SEVEN YEARS

Wally Clegg - IDG Central Services

SIX YEARS

Kelly Nadir - InfoWorld
Karin Mehlstäubler - IDG Germany

FIVE YEARS

Alan Nelson - Computerworld
Judy Callahan - IDG
Martha Katt - Macworld

FOUR YEARS

Priscilla McWalter - IDG

THREE YEARS

Wally Palmer - InfoWorld

TWO YEARS

Akiko Fujikawa - Macworld Japan
Chas Keall - IDG New Zealand
Linda Sener - IDC Government
Anita Hamilton - PC World
Valerie Hennigan - Infotainment World
Ai Fujinari-Swanner - IDG Japan

ONE YEAR

Kalan Griffin - IDC
Melvin Edmonds - IDC
Christine McCarron - CIO
Scott Johansen - IDG Norway
Jaycie Teoh - Asia Computerworld
MaryAnn Cordova - IDG Books
Naoko Kanda - IDG Japan
Richard Noden - IDC U.K.

Do-er's profile

Andrew Ochrymowych

HOME: Cambridge, Mass.

JOB TITLE: Production Manager, Lotus Newsletters

JOINED THE COMPANY: June 1991

BEST PART OF YOUR JOB: Getting projects back from the printer, especially if they involve new techniques, processes or designs.

LATEST ACCOMPLISHMENT: Completing a graduate course in artificial intelligence and LISP programming.

INTERESTS OUTSIDE THE OFFICE: Current European and American art, foreign films, art books, computer graphics, swimming, playing squash, flea-marketing; crosswords, anagrams and word games.

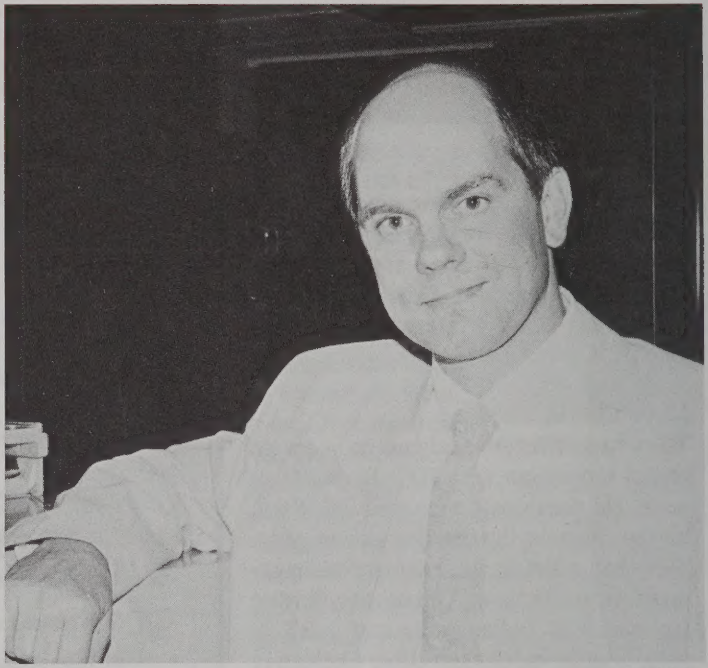
WHERE WOULD YOU LIKE TO GO THAT YOU'VE NEVER BEEN? The Grand Canyon.

FAVORITE PLACES: Montreal, New Orleans, Santa Fe.

SOME ALL-TIME FAVORITE MOVIES: Clouzot's *The Wages of Fear*, a French action-suspense film from the early '50s; Robert Altman's *Nashville*, a great '70s period piece.

WHAT LANGUAGES DO YOU SPEAK? Ukrainian, some French, a little German.

BEST BOOKS READ IN THE PAST YEAR: Fiction: Willa Cather's *Death Comes for the Archbishop*; Non-fiction: Edward Tufte's *Envisioning Information*.



World Update

NAME FIVE PEOPLE, DEAD OR ALIVE, YOU WOULD INVITE TO A DINNER PARTY: 20th-century artists/alchemists/recyclers of found objects and images: Marcel Duchamp, Max Ernst, Man Ray, Kurt Schwitters, and Joseph Beuys.

IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO? Publish art books.

DO YOU HAVE SOMEONE YOU PARTICULARLY ADMIRE? Yes, emergency relief workers worldwide.

MANAGER'S PROFILE: "Andrew possesses that rarest and most valuable combination of qualities: tremendous creative talent and energy, plus an eye for the small details that make the difference between a good job and an extraordinary one."

- Jennifer Smith, editor-in-chief, Lotus Newsletters

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Network World gets a face-lift

- PAGE 2

On line: Infotainment World's Pat Ferrell takes a turn

- PAGE 3

Interns make "inroads" at IDG

- PAGE 5

IDG World Update

VOLUME 23, NUMBER 30

JULY 26, 1993

Meeting targets marketing and research areas

MSD

FRONT AND CENTER. MSD's Greg Titus, *CIO*'s Marcie Dill and *PCW*'s Heather Martin Maier were among the 40 participants at this year's Marketing and Research Function Meeting.

Statistics, strategy and commemorative sweatshirts were all part of the mix at the 1993 Marketing and Research Function Meeting, held June 13-16 at the oceanfront Chatham Bars Inn in Chatham, Mass. More than 40 managers and staff from IDG's publishing and research business units participated in workshops targeted specifically for marketing or research as well as sessions that

-SEE PAGE 4

GAME PLAN

GamePro looks to expand U.S. franchise to worldwide markets

Five months into his role as executive vice president of global operations at Infotainment World, **John Rousseau** is meeting with much success as he travels the world spreading the *GamePro* gospel to eager gamers in Europe, South America and Asia.

To date, license agreements are in place with publishers in Brazil, Spain and Portugal—and more are on the way. "Our goal is to find a partner in each of the major world markets and expand our successful U.S. franchise around the globe," Rousseau said.

Rousseau has been developing license agreements in partnership with **David Hill**, president of IDG's International News Group and the person responsible for IDG's licensing activities worldwide. *GamePro* handles the editorial transfer, and the International News Group drafts the actual agreement and handles administration.

"As the *GamePro* missionary, John meets potential *GamePro* licensees all over the world," Hill explained. "When he finds a good candidate we get involved to check out the company, negotiate the actual deal and set up the reporting and payment mechanisms. It's an ideal partnership."

World Update

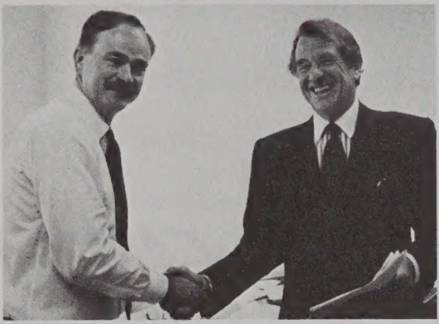
Infotainment World's John Rousseau has been traversing the globe in search of publishing partners. He expects to sign license deals soon in France and Germany.

The first license agreement was signed with Grupo Zeta, the second largest publisher of consumer titles in Spain. Under terms of that agreement, editorial and graphics from *GamePro* are now being incorporated into its best-selling *Super Juegos* magazine.

-SEE PAGE 2

Game

-FROM PAGE 1



World Update

David Hill (l) closes the deal with Richard Civita, president of *GamePro*'s Brazilian licensee.

A second license, signed recently with Sao Paulo, Brazil-based publisher Communications, Leisure, and Culture brings *GamePro*'s editorial content to the leading game publications in Brazil and Portugal — *Supergame* and *Gamepower*, respectively.

Each of the licenses will run for one year, according to Rousseau. At the end of that period, "we will review the situation and determine whether to continue as is or spin off a separate *GamePro* title."

Rousseau has approached IDG business units in each of the countries where he hopes to introduce *GamePro* to offer them first crack at launching the title. Several are currently considering doing so. All told, Rousseau hopes to have some half dozen additional licenses in place by year end in countries including France, Germany, Belgium, Norway, the Netherlands, Sweden and Mexico.

In addition to licensing *GamePro*, Rousseau is also looking to identify partners to globalize the company's line of strategy guides and videos. "Expanding our lineup of ancillary products is a major part of our overall strategy," noted Rousseau. "We are bringing a lot more to the party than just the magazine. Our partners use our products and market research tools extensively, enabling them to secure a competitive advantage in their individual markets. It's a win-win situation. The video game industry is very global and becoming more so as Nintendo and Sega open offices around the world."

GamePro at a glance

- **HOW OLD: 4 years**
- **CIRCULATION: 300,000**
- **TARGET AUDIENCE: Teenage boys ages 13-18**
- **HOW SOLD? 71% newsstand, 29% subscription**
- **MAJOR COMPETITORS? *Electronic Gaming Monthly* (Sendai Publications), *Video Games and Computer Entertainment* (Larry Flint Publications) *Game Players Magazine* (GP Publications)**
- **POSITION IN MARKET: No. 1**
- **AVERAGE NUMBER OF GAMES REVIEWED PER ISSUE? 35-45**
- **AVERAGE NUMBER OF LETTERS TO THE EDITOR? 1,000/month (10% from overseas)**
- **AGE OF YOUNGEST (KNOWN) LETTER WRITER: 6 (Oldest: 74)**
- **MOST COMMON REQUEST: How can I become a game reviewer?**
- **MOST POPULAR PREMIUM? Posters, strategy guides and trading cards**
- **ADJECTIVES COMMONLY FOUND ON PAGES OF MAGAZINE: Hot, awesome, killer, thumb-burning, brain-draining, heart-pumping.**
- **BEST WAY TO STAY CLOSE TO READERS: Watching MTV, hanging out in arcades and comic book stores, reading mail, watching the latest movies, TV shows and cartoons**
- **YOU KNOW YOU'RE HOT: "As a minister, my husband often speaks to school groups," explained *GamePro* Editor-in-Chief LeeAnne McDermott. "One day he was doing the annual sex education talk for a group of boys at a local school. During the discussion they had touched on the subject of working wives. When my husband asked for questions, one of the kids wanted to know if I worked. When he told them where I worked, suddenly all their hands were waving in the air and all they wanted to ask about were the latest games. My husband was aghast. 'What is the world coming to when fifth-grade boys would rather talk about video games than sex?' " he asked.**

Network World adopts a new look

Network World introduced a new design with its June 21 issue, along with a reorganization of its major sections, that allocates more space for high-priority topics and allows readers to find information faster. It was also the first issue produced entirely on a new IBM RISC System/6000-based client/server publishing system.

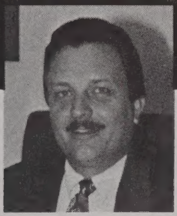
"We cover networking technology and distributed applications every day, and now we're producing *Network World* using the technology we write about," said Editor **John Gallant**. The new system allows for greater flexibility in design and layout, which will benefit both readers and advertisers, he added.

The technical sections have been consolidated into the four key areas that highlight issues of greatest concern to readers — enterprise internetworks, local networks, client/server applications and global services.

A new feature that builds on *NW*'s commitment to reader advocacy, "Network Help Desk," also debuted in the first redesigned issue. *NW* staff or outside experts in the field will tackle reader queries on any networking topic, and the feature will also serve as a forum for mediating issues between readers and vendors.

On line

ASK PAT



Infotainment World President Pat Ferrell takes a turn as this week's On line columnist.

Q Can you tell us a bit about the path that led you to IDG?

A In 1988, I left my job as controller of Tengen (Atari game subsidiary) to launch *GamePro*. Four of us lasted on family funds and blind faith until it was time to pay for the second print run. For some reason, the printer wanted us to pay for the paper ahead of time! At that point, we sought an investor and met IDG. We liked the IDG culture and were able to sell them on our product, our team, and our balance sheet (it was as red as our logo!) and the rest is history.

Q What can you tell us about the thinking that went into the decision to launch *Electronic Entertainment* and why you feel this is the right time?

A Several market factors were indicators to launch E^2. One, the rapid drop in prices for home computers, allowing more of middle America to buy. Remember, price is the primary factor when determining if a product is mass market. Two, CD-ROM is real this Christmas, in other words, CD-ROM products for computers and stand-alone units are priced right, available, and supported by some very nice software. Three, there's a lot of confusion, which is always good for a publisher. And four, no other publishers have properly positioned and launched; i.e., there appears to be a niche. We could be a tad early, but in my mind, surf's up!

Q There are a lot of women on staff at Infotainment World—the editors-in-chief of two out of three of your publications are women, and 63% of your management team is female. This seems particularly unusual given that the target audience for your publications is predominately male.

A I'm sorry, I'll have to refer your questions to our attorneys (just kidding!) I would hire the Teenage Mutant Ninja Turtles if they were a) the best qualified candidates and b) fit our culture. From an editorial standpoint, a great editor writes to his/her reader, and author gender is transparent to that reader. The secret to our success is the exceptionally high quality and commitment of every member of our staff. It's their skill and teamwork that drives our success, not their genetic makeup.

Q What's going on with the GamePro TV show?

A We are going to put GamePro TV back into syndication in the top 30 markets, as a teen show, for calendar Q4 and Q1. We are currently selecting a producer. We have also spoken with two cable networks about providing parts of two popular shows with editorial from E^2. Television is a fabulous way to capture mind share, thus increasing circulation.

Q What's your management philosophy?

A Make plan or die! (Sorry Walter, couldn't resist!) Actually, our culture at IFTW is simple. We are extremely results oriented and entrepreneurial. Everyone contributes 110%, and all employees have a piece of their compensation tied to their quarterly objectives and our overall financial performance. Prima donnas, whiners and people with personal agendas need not apply. We sink or swim as a team. Some of my personal basics are: results, not titles, equal success; error is always preferable to inaction; open door, always; work should be team play (no bureaucracy and have fun); hire the best people and turn them loose; you're only as good as your last quarter.

Q Are you a video gamer yourself?

A I don't really have time to play...and at my skill level, there are much better ways for me to feel foolish and experience a loss of temper. But I do like Tetris, John Madden Football, and The Adventures of LOLO.

Q How does *GamePro* stack up against its competition?

A *GamePro* is No. 1 in circulation, No. 1 in advertising revenues and No. 1 in influencing consumers to buy products (per a major hardware developer). We have one major competitor, but they're always reading the label on our Levi's, if you know what I mean! (P.S. Look for E^2 to also dominate its field.)

Q In terms of *GamePro*, does having a target audience composed mostly of adolescents/teenagers present any unusual challenges?

A Having a kid as your consumer presents a whole different set of rules than an adult audience. For example, you have to write in "teen-ese", i.e., with some street slang, to appear credible. You also have to remember that kids are consumers, too, and they're very savvy. And the Feds have another set of rules for kids' television. But dealing with teens is a lot of fun; for example, we receive more than a thousand letters a month from our readers!

Q Any new projects cooking at Infotainment World?

A We are currently negotiating several options for a trade show partnership. Also, we are launching *PlayRight*, a bimonthly newsletter for parents, and we're working on a major fall rollout partnership for *PlayRight* with a huge family-focused consumer magazine. We also are finalizing negotiations on a sweepstakes (Super Bowl) and national tournament with two major retail partners. Add to that E^2, television, strategy guides, a trade newsletter, and some international expansion, and we're also busy taking *SegaVisions* to a paid/controlled product. Other than that, we just sit around and play games!

Marketing

- FROM PAGE 1

brought the entire group together for cross-functional discussions.

Evilee Thibeault, *Network World*'s vice president of marketing, and **Kathy Dinneen**, president of IDG Research Services, chaired the meeting while **Joanne Wittren**, events manager at IDG's Marketing Services Division, handled the logistical details.

"We wanted to get the meeting above the marketing communications level and talk about high-level marketing strategy — that's why we brought in Jack Trout," Thibeault said. Trout, an expert on positioning products, tallied up the do's and don'ts of marketing in his session on "The 22 immutable laws of marketing."

Other sessions included:

- A statistical workshop on cluster analysis and other technical applications, plus reports on focused research efforts such as pre- and post-advertising studies, editorial research and syndicated studies.
- A look at public relations techniques led by communications consultant Dick McGlinchey.
- Database marketing by **Paul Earl**, president of Emerging Technology Applications.
- Research and marketing on a tight budget by *CIO* President **Joe Levy**.
- Alternative ways to brand a publication led by **Bill Reinstein**, *Network World*'s director of new business development, who outlined *NW*'s success in building name recognition through products such as graphics software and technical seminars.
- An explanation of the cultural differences between IDG and Ziff-Davis by *InfoWorld* Vice President/Associate Publisher **Joel Deceuster**, formerly director of marketing and sales for ZD's Magazine Networks.
- How to package research from the marketing, sales and research perspectives, led by Thibeault, *IW*'s **Wally Palmer**, and *Macworld*'s **Gary Rocchio**, respectively.
- An update from **Greg Titus** on the Marketing Services Division.

A videotaped advertiser/agency panel discussion got rave reviews. Three panelists, two from ad agencies and one from an advertiser, talked about what they thought of the marketing materials, research studies and market data they receive from IDG; how IDG can be a better marketing partner, what they think of syndicated media research studies and how advertising and research in the IT field has changed over the past five years and the implications of that change.

"It was good to listen to what clients and prospects had to say and get a better idea of what they need," said *InfoWorld* Director of Research **Wally Palmer**. The panelists said they were overwhelmed by the volume of incoming direct mail in general and would prefer to have customized sales calls from the MSD sales rep and the publication's marketing person. The advertiser representative said she thought IDG's international power is underutilized in marketing and advertising presentations.

Though no set plan emerged, there was a general consensus that the participants could pool their resources better, said **Wendie Marro**, *AmigaWorld*'s director of marketing. Marketing managers pledged to draw up a list of the trade shows most important for them to attend and send them to *IW*'s **Kevin Ellis**, who will sift through them to see how business units at those shows might collaborate on client parties or other special events.

Corporate Communications gets the word out

IDG's Corporate Communications department is charged with public relations for IDG corporate and Chairman Pat McGovern. At the marketing/research function meeting, Corporate Communications Director Mary Dolaher discussed some of the ways she and Marketing Coordinator Nicole Kassel are building IDG's name recognition:

- **Commissioning research studies and making them available, as part of a Marketing Services Division road show, for IDG business units to share with their advertiser and agency contacts. For example, M.I.T. just completed a study showing how investment in IT increases productivity. Plans are to have the study serve as the basis for a white paper that will be inserted into various IDG publications.**

- **Planning biannual editorial roundtable briefings beginning next fiscal year. Technology reporters from the top 10 newspapers in the U.S. will be invited to technology briefings with Pat McGovern and selected IDC analysts and IDG editors.**

- **Working to increase the visibility of industry experts at IDG's publications and research companies by channeling media requests for comments to the appropriate publisher, editor, writer, etc. Anticipating what stories publications such as *Business Marketing, Inside Media, Ad Age, Ad Week, Folio and Forbes* are working on and calling reporters to suggest appropriate IDG contacts.**

- **Positioning IDG as a government advisor for the proposed infotechnology highway. Working with publications covering the subject to quote IDG as a key information source.**

- **Pitching op-ed pieces authored by Pat McGovern on timely IT issues in leading papers such as *The New York Times*.**

- **Ongoing cultivation of the technology and trade reporters, keeping in touch and fulfilling queries for general industry information.**

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, July 26, 1993

*The IDG Job Opportunities listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

LIST SALES REPRESENTATIVE (IDG LIST SERVICES)

Responsibilities include managing various list rental activities. Candidates should have 1-2 years proven success as a telemarketer or inside sales representative, strong written communication and organizational skills, as well as be customer focus and detail-oriented. Word-processing and list rental knowledge helpful.

SALES MANAGER (IDG NEWS GROUP)

With one direct report, the person in this newly created position reporting to the VP of Licensing and Administration, has responsibilities for Sales, Marketing, Managerial and Administration of the IDG PR Service. Qualified candidates should have at least 3-5 years of sales and/or marketing experience; prior managerial experience a plus.

GENERAL MANAGER - OPEN SYSTEMS MARKET (WORLD EXPO)

The person in this position will create, develop and manage open systems industry events, shows, conferences and programs. Excellent knowledge of the UNIX, NT and "Open Proprietary" operating systems, plus communications, networks, data management, distributed computing, graphics and applications software is necessary. Ten to fifteen years experience in the Computer Industry desired.

INFORMATION SERVICES SUPERVISOR (WORLD EXPO)

Responsibilities include maintaining the successful daily network and database operations, maintenance of all computer hardware and troubleshooting LAN issues and supervise data entry staff. Experience supporting both MAC and PC networks, Novell LAN preferred. Strong communication skills and one year supervisory experience preferred.

LEAD DATA ENTRY COORDINATOR (WORLD EXPO)

The person in this position provides support to multiple end-users. Primary responsibilities will be to provide data entry support for all attendee databases, specialized custom analysis of databases and back-up support for exhibitor databases. Prior data entry experience, advanced Microsoft Word skills and DOS a must; proficiency with Lotus and/or Excel preferred.

DIGITAL EXECUTIVE PROGRAM SUPERVISOR (WORLD EXPO)

As primary liaison with Digital Management, the person in this position will be responsible for the administration and execution of executive customer programs, employee events and customer lead campaigns, as well as supervise the administrative support team. Strong organizational and management skills required; ability to motivate staff, support a team, troubleshoot and problem-solve also essential. Familiarity with Digital Equipment organization, systems and structure a plus.

ASSOCIATE EDITOR (CIO)

This person will shape assigned stories as they are being reported and written, as well as edit stories for content, clarity and completeness. Additional responsibilities include participating in conceptualizing, assigning, tracking and editing material for columns and departments, as well as writing short items or occasionally ghostwriting projects. Candidate must have at least three years of feature-editing experience. Preference will be given to candidates whose background includes editing or writing experience at technology or business-related magazines.

STAFF WRITER (CIO)

This individual will be responsible for researching, reporting and writing the equivalent of one major, multi-sourced feature article per month, plus other short items. Candidates must have 1-3 years business and/or technology-related feature writing experience. Besides writing assignments, the Staff Writer participates with editors and other writers in idea generation and issue conceptualization processes, as well as readership surveys. Some travel required.

SENIOR WRITER (CIO)

The Senior Writer will research, report and write the equivalent of one multi-source feature per month, plus other short items or ghostwriting projects. Candidates must have at least 4 years business and/or technology-related feature writing experience. This individual will participate in idea generation and issue conceptualization processes, as well as readership surveys. Some travel required.

IDG JOB OPPORTUNITIES (con't)

• NEW POSITIONS •

Monday, July 26, 1993

ACCOUNT EXECUTIVE (CIO)

The individual in this position will sell ad space, primarily via phones, with some face to face meetings. The successful candidate will backup the Sales Manager and the New Jersey Sales staff for research, sales call presentation and follow-up of clients. Some ad space sales experience a plus.

SENIOR CORRESPONDENT (NETWORK WORLD)

The qualified candidates for this position, located in the San Francisco, CA office, will have at least 2 years experience reporting on information technology. Familiarity with LAN technologies, Apple and Microsoft are helpful. You may fax your resume to Paul Desmond at (508)820-3467, *Network World*, 161 Worcester Road, Framingham, MA.

SALES ASSISTANT (NETWORK WORLD)

This individual will provide sales support to two Account Executives. Responsibilities include presentation preparation, general office duties and direct contact with clients. Candidates must possess good communication skills and be Macintosh proficient. Prior sales support experience helpful.

MANAGING EDITOR/SPECIAL PROJECTS (COMPUTERWORLD)

Working with a variety of editors to coordinate various facets of the editing and production or various special projects, this individual will be responsible for setting the production schedule. The successful candidate will also work closely with the editor of the projects from the issue conception and story assignment phases to ensure a complete and thorough understanding of the project. Minimum 5 years production/copy desk related experience required.

CORRESPONDENT (COMPUTERWORLD)

The person in this position, located in Burlingame, CA, will be responsible for producing news copy for the publication each week. The candidate should be a self-starter and possess a strong journalistic instinct, as well as have the ability to write quickly and accurately. Familiarity with computer technology, companies, trends and products a plus; some travel required.

SENIOR EDITOR - MANAGEMENT (COMPUTERWORLD)

This individual will take lead responsibility for the weekly Management section, as well as assume the lead role in researching, planning, commissioning, editing and producing sections. Five to seven years journalistic experience required; experience in both features and news writing a plus. Knowledge of the Information Technologies industry and issues of implementation and management desired.

SALES ASSISTANT (COMPUTERWORLD)

This individual will provide secretarial and administrative support in the Chicago Sales office. Heavy client and internal staff contact; strong communication skills necessary. Other responsibilities include the tracking and maintenance of sales reports, presentation preparation and consolidation of client research. Excellent computer skills with Word Perfect, Excel or Quatro Pro and Harvard Graphics required. Minimum 3-5 years experience required.

MARKET RESEARCH ASSOCIATE (CW DATABASE DIVISION)

Primary responsibilities include editing and data entry of surveys and some telephone contact with respondents as well as clerical duties as assigned. The ideal candidate will have a degree in marketing, market research or business, with effective communication and typing skills.

RESEARCH DIRECTOR, MASS MARKET TECHNOLOGIES (LINK RESOURCES)

This position requires five years minimum experience in the computer and communications industry. Specific knowledge of handheld/mobile devices, such as PDAs, organizers and communicators.

CONSULTING SALES MANAGER, WESTERN REGION (IDC)

Major responsibilities for this position, located in the Mountainview, CA office, will be to sell custom research and consulting to accounts in the Western region, to develop and implement local consulting market programs, and to assist in the development of proposals. Five to seven years with background in market research or consulting desired.

RESEARCH ANALYST, IMAGING (IDC)

Reporting to the Director of the Imaging and Workflow Systems program, this person will support the research and consulting for the Imaging and Workflow program. The candidate must have working knowledge of the subject, either through industry or research experience, as well as a demonstrated ability to execute consulting assignments and produce research deliverables.

IDG JOB OPPORTUNITIES (con't)

• NEW POSITIONS •

Monday, July 26, 1993

REVIEWS AND TESTING MANAGER (INFOWORLD)

The candidate for this position should have strong managerial skills, experience in managing a large department of diversified talent and expert knowledge of the high-tech publishing industry. This person will be responsible for making decisions on "special projects" within the normal flow of producing Product Comparisons and Reviews.

HUMAN RESOURCE GENERALIST (INFOWORLD)

Working with the VP of Human Resources, this individual will function in all areas of HR: staffing, employee relations, benefits, compensation, training, development and administration. The successful candidate will interact with and support employees at all levels of the organization. Candidates should have a Bachelor's degree, 3-5 years HR experience, recruitment, employee relations and compensation and benefits skills, as well as strong communication skills and a customer service focus. Knowledge of the PC or MAC and basic understanding of information technologies necessary.

SENIOR EDITOR - ENTERPRISE (INFOWORLD)

The successful candidate will perform various editing and writing duties for the Enterprise Computing section of the magazine. Candidates should possess knowledge of PC hardware, software, network and application-development issues. Minimum of 3 years experience in the computer trade press as a reporter and editor.

RESEARCH EDITOR (INFOWORLD DIRECT)

This editor will have primary responsibility for publishing the monthly National Price Indices, Buyer's Guides and Executive Buying Summaries. This position requires a Bachelor's Degree in English, Journalism or a related area. Three years experience in magazine or newspaper publishing, broad knowledge of personal computer industry and knowledge of direct-mail channel required.

NEWSSTAND MANAGER (PC WORLD)

The individual in this position will have direct responsibility for managing the promotion, distribution of all single sales copy for *PC World*, as well as its financial and sales analyses. The ideal candidate will have 3-4 years experience progressively responsible single sales copy experience, and previous experience working with financial reporting, budgets and expense control systems. Knowledge of PC-based spreadsheets, excellent communication skills and the ability to work well with others required. This position requires significant travel.

ASSISTANT EDITOR - REVIEWS (PC WORLD)

This individual will edit and write hardware reviews, as well as represent the magazine in meetings and at trade shows. Strong writing and editing, good technical knowledge of PC hardware and software previous writing and editing experience required Previous experience in publishing, working knowledge of the computer industry, good writing, analytical, and phone skills required. Also required: working knowledge of word processing, data management and spreadsheet software, creativity, self-motivation, and the ability to work well with others.

EDITORIAL ASSISTANT (PC WORLD)

This person will be responsible for assisting the editorial department in developing high quality editorial copy in a timely fashion through research, writing and editing. Responsibilities include ordering and tracking equipment, dealing with vendors and research. Requirements include previous experience in publishing, a working knowledge of the PC Computer industry, good communication and analytical skills, as well as excellent PC skills and the ability to work well with others.

ACCOUNT REPRESENTATIVE (PC WORLD)

THis individual will be responsible for assisting the Account Managers in the Eastern region, predominantly by telephone, in prospecting for and servicing new and running accounts. The ideal candidate must have telemarketing sales experience, a working knowledge of PC products and the marketplace, as well as excellent communication and organizational skills.

DIRECT MAIL MANAGER (MACWORLD)

This individual will plan, manage and oversee all direct mail campaigns that generate new subscriptions for the magazine while keeping expenses within budget. Additionally, this person will plan and develop strategies for list acquisitions and oversee the day-to-day activities of the magazine's list management. Previous direct mail experience required, as well as background in the brokerage and list markets, expense tracking and reconciliation experience, circulation knowledge desirable. Mac skills a plus.

Job Opportunities

Revised: July 26, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	List Sales Representative	List Services, Framingham, MA	B. Thompson	(508)935-4531
IDG	Human Resources Assistant	Framingham, MA	B. Thompson	(508)935-4531
IDG	AP Data Entry P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator (2)	Framingham, MA	B. Thompson	(508)935-4531
IDG	Associate Research Analyst	Research Srvcs., Framingham, MA	B. Thompson	(508)935-4531
IDG	Paralegal - P/T	Framingham, MA	L. Connolly	(508)935-4791
IDG/NG	Sales Manager	IDG News Group Boston, MA	T. Clarke	(617)423-9030
WEC	General Mgr. - Open Systems	Framingham, MA	S. Perry	(508)820-8160
WEC	Info. Services Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Digital Exec. Prog. Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP, Worldwide Sales	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Account Manager	Framingham, MA	S. Perry	(508)820-8160
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NW	Associate Features Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Mailroom Assistant - P/T	Framingham, MA	S. Finlay	(508)820-7424
NW	Copy Editor	Framingham, MA	M. Beaulieu	(508)820-7406
NW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
CWPI	Mng. Editor - Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Senior Editor - Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Sales Assistant	Chicago, IL	S. Perry	(508)820-8160
CWPI	Market Research Associate	CW Database,Framingham, MA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Telemarketing Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (2)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
TMP	Advertising Sales Rep.	*Desktop Video World*, Peterborough, NH	G. Lodge	(603)924-0392
LINK	Rsch. Dir.Mass Mkt. Techn.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Sales Mgr., West	Mountainview, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst - Imaging	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Sys. Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - IRS	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
FCW	National Sales Manager	Falls Church, VA	B. Thompson	(508)935-4531
EMS	Vice President, Technology	San Mateo, CA	M. Belinsky	(415)286-2770
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Reviews and Testing Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Human Resource Generalist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Senior Editor - Enterprise	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Research Editor	InfoWorld Direct, Boston, MA	D. Vieraitis	(415)572-7341
IW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Production Artist/Technician	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Irvine, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assitant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (3)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (2)	Indianapolis, IN	D. Vieraitis	(415)572-7341
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Account Representative	*PC World*, Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
MAC	Direct Mail Manager	*Macworld*, San Francisco, CA	L. Hitchcock	(415)978-3145
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/Publisher	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

INROADS leads interns on path to success

InfoWorld has become the fourth U.S. business unit to hire a student through the INROADS internship program, signaling a deepening alliance that IDG formed in 1991. Five students are working this summer at offices on both coasts.

INROADS is based in St. Louis and has more than 1,000 interns and 700 participating companies organized through 40 local affiliates. The organization's mission is to increase business career opportunities for talented minority youth while giving corporations the chance to develop future managerial talent.

Students work full-time for their sponsoring companies and also attend career development workshops and social events on weekends with interns from other area companies. Each company designates a business advisor to create and monitor the intern's career development plan and offer guidance on adjusting to both work and college life.

"I'm so impressed with the program," said IDG IS Director **Nancy Newkirk**, who has supervised two interns. "The quality of the students is just outstanding. In some cases they're getting office experience for the first time, but they're talented and they've been big contributors for us."

World Update

"I love the pressure [of journalism]. You have to enjoy the pressure to do well, otherwise you go crazy!"

- Alicia Padilla

InfoWorld has structured a four-year plan for its new intern to climb the editorial ladder from editorial assistant to copy editor to entry- and intermediate-level reporter. **Alicia Padilla** is a sophomore studying mass communication and Spanish at the University of California/Berkeley. She's learning how a newsroom operates by forwarding wire copy to the appropriate editorial staff, preparing material for news meetings, sorting press releases, conducting research, compiling news story budgets and other editorial tasks.

World Update

"I'm really looking forward to getting a lot of experience. It's been great to just get a start learning the language — the lingo."

- Ramen Cromwell

Ramen Cromwell will be a freshman at Vassar College in the fall and is thinking about majoring in business or psychology, which he thinks will be helpful when he works for the human resources department next summer. He's now at IDG IS, getting acquainted with various programs such as Excel and Word and purging duplicate advertiser names from OMNI, the old advertiser billing system. Ramen's next step is to test out The Revenue System, a new billing system that IDG IS is developing in-house.

World Update

"[The internship is] challenging, demanding and helping me fill out my business skills."

- Jamila Johnson

Second-year intern **Jamila Johnson**, a sophomore at the University of California/Berkeley, is taking a lot of English courses but hasn't declared a major yet. She's working for *Macworld*'s circulation and marketing departments, coordinating a number of projects such as the production of blow-in cards and various promotional campaigns in conjunction with MACWORLD Expo.

Diana St. Louis, a sophomore majoring in political economics at Williams College, is also in her second year at IDG. She's currently handling banking trade references for the credit department in Framingham, making sure the advertisers who want to place ads in *Macworld*, *Network World*, *InfoWorld* and all Integrated Media publications have good credit. Last year St. Louis helped IDG's information systems department put together a disaster recovery plan.

World Update

"It's a great way to get a behind-the-scenes look at how different departments operate."

- Diana St. Louis

Elisa Jaramillo, a senior Latin American studies major at the College of William and Mary, is back for her third summer at IDC. As a member of the PC Graphics and Video department, she's calling vendors and collecting data for a software application market report. Jaramillo was also at IDC this winter between semesters, working on fax flashes and "getting first-hand contact with the vendors, which really complements what I'm doing now."

World Update

"I've gotten over my phobia of computers and gotten into the analytical side of IDC, which I've really enjoyed."

- Elisa Jaramillo

According to **Martha Stephens**, vice president of Human Resources, the INROADS program has grown steadily because the interns have proven themselves, and other managers want to participate when they see how much the interns have contributed. "They are all future stars, and IDG is fortunate to have them," Stephens said. "We would love to see an INROADS intern in each of our operating units. I encourage other business unit managers to contact any colleagues who have been involved in the program — they'd get a lot out of it."

For more information, call Stephens at 508-935-4568.

Chairman's achievers

Francis Mao
Art Director
Infotainment World

Francis Mao's design of the March 1992 *Game Pro* cover helped the publication earn an honorable mention in the 1992 Ozzie Awards competition for excellence in magazine design and production. His talent as an illustrator has streamlined the creative process. The art director's role in cover creation usually entails giving an artist stacks of reference materials and written directions about how an image should appear. For the March '92 issue, said Infotainment World President Pat Ferrell, "Francis incorporated the images of the popular Street Fighter II game, its characters and themes into one cohesive, expressive image and rendered a detailed illustration of the characters" to make it easier for the free-lance artist to re-render in airbrush art. The issue has since sold out in the back issues department and is now considered a valued collector's item by *GamePro* readers.

Linda Guyette
Sales Representative
Business Computer Publishing, Inc.

Guyette

Linda Guyette, an employee in Peterborough, N.H., for the past five years, created and developed the Marketplace advertising section in the company's *DOS Resource Guide* when she joined Business Computer Publishing last fall. As of late April, the section totaled three full pages of ads, and Marketplace ad revenue jumped 77% above the previous best mark.

"Linda's ability to manage the entire section, from promotion and sales through desktop publishing, is outstanding," said BCP President Jeff DeTray. "In addition to the revenue we earn, it's a place for small advertisers to get started and, hopefully, grow into large advertisers.

"The fact that Linda can handle all aspects of the Marketplace makes it a highly efficient and profitable section," DeTray said.

So-Fong Yip
Billing Information Manager
Macworld

World Update
Yip

"So-Fong has continually improved the schedule of the billing cycle for *Macworld*," said Anne Foley, vice president and director of manufacturing. "Over the past five years she has taken three weeks out of the schedule and as a result, *Macworld* bills an issue faster and earlier than any other IDG monthly publication." Because invoices go out to the advertisers when the issue is received, the clients pay earlier, thereby improving cash flow to IDG. So-Fong has done an outstanding job handling complex billing problems, Foley added, all the while maintaining "a great sense of humor that makes her a pleasure to work with."

To nominate a Chairman's Achiever, managers may request a form from the Chairman's office at fax 617-859-8642.

Computerworld's Bernie Hockswender celebrates a decade of sales

CW Senior District Manager Bernie Hockswender joined the *Computerworld* sales force in July 1983 while he was at Healy and Associates in Los Angeles, a company that served for a time as *CW's* western regional representative.

In September 1986, he signed on as district manager and worked out of the Paramus, N.J., sales office to cover a territory that included Washington, D.C., Virginia, West Virginia, Maryland and Delaware.

Bernie was appointed to his current position in 1991 and moved to the Atlanta sales office to cover an area encompassing North Carolina to Florida and west to Alabama.

During the course of the past 10 years, Bernie observed that the biggest change he's faced in the IT sales field is that "the competition has gotten much better, and it's forced us to get better."

A native of Pittsburgh, Penn., Bernie attended Allegheny Community College and St. Vincent Health Center School of CardioPulmonary Technology. He and his wife Kathleen have an 11-year-old daughter and a 7-year-old son and live in Lawrenceville, Ga. When not looking after his accounts, Bernie enjoys golf and fishing for bass off the coast of South Carolina.

THE RITZ-CARLTON
Bernie Hockswender (l) recently joined Pat McGovern for lunch at Atlanta's Ritz Carlton.

Noteworthy!

NEW EMPLOYEES

At IDC West, **Donna Bigotti** is working with Nancy Underwood as a sales assistant. She was recently a human resources coordinator at Synopsis, also in Mountain View, Calif. Donna has a certificate in HR management from the University of California/Santa Cruz and spends her off hours scuba diving and going to the gym and the beach.

■ ■ ■

InfoWorld welcomes two alumni from the University of North Dakota. **Kathy Mickelson** is a regional sales manager for the Northern California region. She has a BS in business administration and takes time out for cooking, camping, hiking and skiing.

Warren Pederson, formerly a copy editor at the *Oakland Tribune*, has taken on similar responsibilities for *InfoWorld*. He has a BA in journalism and describes himself as a "rabid music collector."

■ ■ ■

Chris Tacy is the new advertising/billing coordinator for *Publish* and *SunWorld*. He recently moved to California from New England, where he was an administrative assistant for the Connecticut Association of Independent Schools. Chris earned a BA in English and post-structuralist critical theories from Wesleyan University and enjoys rock climbing in his free time.

Chris Tacy gets ready to indulge in a little "social climbing."

ETCETERA

PC World's new management associates are **Pete Deemer** and **Melissa Riofrio**, who will be working on a variety of projects for *PCW* President Pat Kenealy and department managers. While earning a BA in American history and literature from Harvard University, Pete worked on the *Let's Go* travel guides for four years, serving as publishing director of the 17-book series during his senior year. He enjoys reading magazines and riding his new motor scooter in his free time.

Melissa, the first internal candidate selected for the management associate program, has been with IDG since March 1990. She has held several positions in the editorial department, most recently as assistant editor in the reviews department. Melissa has a BA in English from Yale University and enjoys cooking, taking road trips and walking her dog.

Address changes

As of August 1, IDG Denmark will be located at:

Carl Jacobsens Vej 25
DK-2500 Valby
Denmark

Telephone: +45-3644-2800
Fax: +45-3644-7301

IDG Venezuela has a new mailing address:

Kalman von Vajna Nagy
POBA International #A 087
P.O. Box 02-5255
Miami, FL 33102-5255

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS

Sherry Driscoll-Coleman - Computerworld

EIGHT YEARS

Daniel Sommer - InfoWorld

SIX YEARS

Kevin Burden - Computerworld
Kathleen Demko - CWDD
Rex Farrance - PC World
Jesper Sundwall - IDG Sweden

FIVE YEARS

Keith Newman - IDG New Zealand
Peter Minor - IDG World Expo
Tammy Torp - PC World
Lori Hitchcock - Macworld

FOUR YEARS

Theresa Coffey - IDG World Expo
Patricia Harney - InfoWorld
Claire Scanlan - IDC U.K.

THREE YEARS

Lennart Stenberg - IDG Sweden
Carin Stahl - IDG Sweden

TWO YEARS

Abhijeet Rane - LINK Resources
Alexander Metzger - IDC Government
Phil Lemmons - PC World
Kenneth Bäckström - IDG Sweden
Catherine Corcoran - InfoWorld

ONE YEAR

Kurt Johnson - IDC
Michael Peterson - CIO
Stacy Sinks - IDG World Expo
Cynthia Barnes - IDG World Expo
Lee Doyle - PC World
Rodney Gallie - InfoWorld

ITrivia ? ? ?

Congratulations to the following three groups of employees who managed to come up with nine out of 10 correct answers to the trivia questions at right. Their names were selected in a random drawing of all entries with nine correct answers (no perfect entries were submitted!). Each group will receive a brain-food break of coffee and doughnuts courtesy of *World Update*.

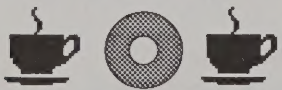
Look for another test of your computing knowledge soon!

Winners:

IDC's Personal Systems and Workgroup Application Group

The Computerworld Database Division

***InfoWorld* copy desk**



1. The word *modem* is formed from what two words?
2. What is a FLOP?
3. Which of the following did Bill Gates not do: drop out of Harvard; program the PDP-10; or have a 1,000-person 25th birthday party?
4. What book about computers won a Pulitzer Prize?
5. What was the first computer magazine: *Computers and Automation*, *Datamation* or *Computerworld*?
6. Was the Whetstone, a measure of computing performance, developed in the U.S., the U.K. or France?
7. APL is a high-level software language. What do the letters APL stand for?
8. In 1921, Karl Capek used the Czech word for "worker" in his play, *RUR*. In the process, he coined a new word. What was the word?
9. Is a picosecond shorter or longer than a nanosecond?
10. Who reportedly once sent this E-mail message: "Oh Lord, I lost the slip and broke one of the high heels. Forgive please. Will return the wig on Monday."? William Casey, Oliver North or George Bush.

Answers: 1. Modulator and demodulator. 2. It stands for FLoating point OPerations per second. 3. Have a 1,000-person 25th birthday party. 4. *Soul of a New Machine* by Tracy Kidder. 5. *Computers and Automation*, first published by Edmund Berkeley in 1950. 6. The U.K. 7. A Programming Language. 8. Robot. 9. Shorter — a trillionth vs. a billionth of a second. 10. Oliver North.

IDG World Update

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BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

IDG Austria plans symposium on virtual reality
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IW Test Center designs PC video benchmark
- PAGE 2

Production directors compare notes on technology
- PAGE 4

IDG World Update

VOLUME 23, NUMBER 31

AUGUST 2, 1993

CWDD wows Microsoft with instant feedback

In a scant 3 1/2 hours last week, the Computerworld Database Division (CWDD) demonstrated its ability to quickly measure the pulse of the IS management community and produce timely data that make industry leaders — in this case, Microsoft Chairman Bill Gates — sit up and take notice.

CW President **Gary J. Beach** had scheduled a meeting with Gates on July 21, coincidentally the day the Federal Trade Commission was due to vote on whether or not to take action against Microsoft for alleged anti-competitive practices. The day before, Beach learned the FTC decision would be coming down at 5 p.m. Eastern time, precisely the time of his meeting in Redmond, Wash. On the evening of July 20, Beach left voice mail instructions for the Database Division to survey readers about the ruling and its implications and to send him the results before he met with Gates.

By 9:30 a.m., **Alan Farias**, manager of primary research, had eight CWDD employees calling a random sample of *CW* readers. Readers were asked if they were aware of the pending vote and, if the ruling were to go against Microsoft, if that would

- SEE PAGE 5

Attendance up 60% at Australia's Windows, Network World Expo

IDG Australia's Expo Division organized the third annual Windows World and Network World Expo earlier this month, an event chock full of "firsts" and "bests." *Australian PC World*, with its monthly Windows World section, and *Network World* sponsored the three-day show along with Microsoft, Novell, Lotus and Banyan Systems.

Rod Craig, general manager of the expo division, said, "The success of the event is reflected in how many delegates have already indicated their intention to attend next year and from exhibitors who have pre-booked 70% of the available space for the 1994."

Located in a significantly larger venue than previous years, the show drew 16,000 attendees, a 60% increase over last year. More than 75% of the managing directors, IT managers, computer consultants and networking professionals had not attended the show in previous years, evidence of a market with great growth potential.

The VIP evening, held on the opening night, attracted an additional 1,850 guests. Representatives of the 100 exhibiting companies were enthusiastic about this new feature of the show, which allowed their top clients and other high-level guests to network and have a more informal viewing of the exhibition floor.

IDG Australia

Users flocked to this year's show in unprecedented numbers.

For the first time, the exhibition space for Windows World and Network World were combined so visitors could have easier access to all the displays. The two conference programs, Windows World Conference and the Networkers Forum, were both capacity events with a total of 1,156 delegates. Windows World served as the setting for the official Australian launch of the Windows NT and Windows NT Advanced server products. There are now more than 25 million copies of Microsoft Windows in the Australian market.

IDG Austria looks to capture niche with virtual reality show

IDG Austria will venture into new territory this December when it co-hosts Virtual Reality Vienna '93, which is being billed as Europe's first international event dealing with the new technology.

Targeted exclusively toward experts in the virtual reality field, the event is being promoted and advertised in Europe, Asia and North America to attract several hundred scientists, developers and researchers. The symposium will cover data visualization, three dimensional user interfaces, high-performance computer systems, high-speed computer graphics, and advanced video games.

Earlier this year, in the midst of the 18-month long slump in the Austrian publishing business, IDG Austria Managing Director **Manfred Weiss** began to look around for another revenue-generating venture. The company's involvement with last year's successful PC Expo encouraged the staff to consider other events with more targeted themes.

"Austria is a very small country, and in such a small markets it's always problematic to start up larger expos such as MACWORLD Expo or Unix World," Weiss said. "The challenge was to find a computer-related topic not already covered by a worldwide expo calendar in larger countries."

After reading an article about virtual reality in *The Wall Street Journal* and another article about cyberspace the same day in *Der Spiegel*, Weiss found his niche. Within two weeks he met with two Austrian VR experts and a small expo organizer and two weeks later signed a contract to organize the symposium. IDG will promote the event and produce a special VR newsletter, while the two other partners are handling the speaker agenda and the exhibition sales and logistics.

Virtual Reality '93 will be held December 1-3 at the Vienna Marriott Hotel. For more information contact IDG Austria at telephone +43-222-523-1631-0 or fax +43-222-523-05-08-33.

InfoWorld introduces PC video benchmark

InfoWorld recently introduced a PC video benchmark called VidMark designed to measure the performance of video cards running popular Windows applications.

Designed and developed by *InfoWorld*'s Test Center in collaboration with Windows device driver specialists Binar Graphics Inc., VidMark rates video performance on a real-world workload developed by the non-profit Business Applications Performance Corp.

"By putting real-world workloads on a system's display technology, VidMark provides a reliable, objective measure of PC video display performance," said **Kevin Strehlo**, *IW*'s executive editor, reviews and testing.

"VidMark is superior to other such benchmarks in two significant ways," said *IW* Tech Talk columnist **Steve Gibson**. "It measures only the video performance of a system and, because it uses real Windows applications, VidMark is immune to the deliberate benchmark cheating that has plagued the industry," he said.

Plans for *MacComputing* put on hold

The well-publicized recent decline in Apple Computer's fortunes is making itself felt throughout the Apple marketplace and is behind the difficult late July decision to delay the publishing schedule of *MacComputing* by up to six to 12 months.

MacComputing was to be targeted to individuals using their Macintoshes for small- or home-office, personal productivity, education and entertainment applications. The decision to delay publication of the monthly magazine has forced the shut down of the entire A+ Publishing operation, which recently sold off its aging *InCider/A+* magazine and, this May, sold *PC Games* to sister company Infotainment World, publishers of *GamePro* and *Electronic Entertainment* in San Mateo, Calif.

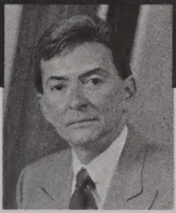
"Apple has been through challenging business cycles in 1983, 1985, 1990 and once again in 1993," according to *Macworld* President/CEO **Jim Martin**. "Each time, the company emerges stronger, more focused and more energized in terms of meeting the needs of its customers and in developing exciting, new technologies. Everything I have seen and heard from top Apple executives in the past month would indicate that Apple is gearing up to win in the desktop, mobile computing and converging consumer markets. Apple's vision is intact although its implementation is being challenged internally to make sure that products, pricing and distribution channels are rationalized to better serve the needs of its customer base.

"We are not killing *MacComputing*," stated Martin, "but hoping for a more propitious time to launch it into an Apple market which we hope will become more robust in a matter of time." All business assets relative to *MacComputing* are being transferred to San Francisco.

The company is working hard to assist the 25 employees affected by this decision to find employment both at other IDG business units and outside the company. "The A+ Publishing team is a fine group of people. They've done an excellent job over the years on their various publications and deserve a lot of credit for keeping A+ Publishing alive when many other had written them off." said Martin.

On line

ASK WALTER



Q Do you think it is realistic to believe IDG can use videoconferencing to eliminate travel, particularly coast-to-coast?

A I find it highly unlikely that video conferencing will eliminate face-to-face meetings. I do think, however, that a certain amount of coast-to-coast (and eventually intercontinental) travel can be eliminated resulting in less expensive meetings while producing much faster turnaround of information.

We have been experimenting with videoconferencing at IDG and currently have a test operation that connects IDG Corporate Services with the offices at 5 Speen Street in Framingham and our office complex in San Francisco. The video conferences that I have been a part of are, in my opinion, mixed in terms of quality and leave something to be desired when it comes to really interactive conversations and debates that are, after all, a major part of every meeting.

I'm sure that videoconferencing will improve dramatically in the coming years and will indeed play an important part in our communication systems but, hopefully, will not ever totally replace the need for face-to-face meetings.

Q Everybody around here talks like our competitors are falling apart, which I think is hard to believe. Do you think IDG's competitors are having difficult times?

A The first rule is to never, ever underestimate any competitor. At best, it is very dangerous to become complacent and talk yourself into believing that the competition has no teeth or that they are about to go under. Every company in the world goes through transitions and cycles, and it is very tempting to relegate a competitor to the trash heap when they just happen to be going through a reorganization or a cyclical business downturn.

I am sure that various local and worldwide competitors are indeed going through some rough times at the moment for a number of different reason, but I do not believe any of the major groups are in serious trouble that will keep them from being a force to be reckoned with in the marketplace.

It is useful to study the history of advertising and market research needs within the IT community over the years. It shows us very clearly that customer needs are always changing and only suppliers who stay closest to their customers survive and prosper.

Q My supervisor recently made the comment that we need to go out and spend what is left of our training budget, because if we do not, we will lose it. Is there a requirement that departments must spend all their training money each year?

A I certainly applaud your manager for wanting to spend his or her training money, but I must say I'm not overly fond of the reason for doing it. IDG has as one of its 10 Corporate Values the continuous training of employees. It is through training that IDG will continue to have only the best employees at every level of the organization, find its managers of tomorrow and keep its premier position on a worldwide basis. When we look at year-end figures and see that certain groups or business units have not spent their training money, it certainly sends up a flag. Also, it is something that will inevitably show up on the annual Employee Survey. While it is not a requirement that departments (or companies) spend all of their training money each year, we certainly want to make sure that adequate and appropriate monies are being spent in each group on an ongoing basis to meet the future needs of IDG and to comply with our program of Corporate Values.

Q In what European markets does IDG dominate?

A I'm happy to report that IDG holds a position of market dominance in the vast majority of European and worldwide markets that we serve. Try Argentina, Asia, Australia, Austria, Brazil, Denmark, Germany, Hungary, Mexico, New Zealand, Norway, Spain, Sweden, Switzerland, Venezuela, Bulgaria, China, the Czech and Slovak Republics, Poland, Russia and Turkey. There are other countries where we have a 50-50 split with a major competitor and only a few where we trail. Also, many of our licensees hold positions of dominance in markets from Finland to Chile to Egypt and Slovenia.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Martha Stephens
IDG Human Resources

☐ Gebhard Osterwalder
IDG Switzerland

No stripping please!

Production directors meet to explore new technologies, synergies

Few areas of IDG's publishing activities have been more affected by the technology revolution than the production department. Ten years ago, a visitor to an average publication's production department would have seen a group of paste-up artists busily cutting galleys and pasting them on cardboard sheets to create mechanical boards. Tissue paper overlays were used to specify spot color and indicate photo placement (FPOs). The boards would then be shipped to a printer or service bureau where they would be shot by a camera to create film used by the printer to make plates.

Today, much of that process has been automated. Mechanicals have all but disappeared from the production room (although most publications do still use them to paste up their ads.) Using sophisticated electronic prepress software, such as Aldus Pagemaker or Quark Xpress, the pages can now be digitized and output at a service bureau. The process is saving publications time and money.

Because of both the pace and depth of technological change affecting their work, IDG's U.S. production directors were among the first to institute regular semi-annual intercompany functional meetings to facilitate information sharing and exploit cooperative purchasing opportunities.

ELECTRONIC PREPRESS

The latest such meeting took place earlier this spring in San Francisco and attracted 10 production directors representing 16 publications plus a number of demographic sections. Organized by *PC World* Vice President of Manufacturing **Linda Manes Goodwin,** the two-day meeting focused on electronic prepress technology, new technology, group purchasing opportunities and ancillary projects.

Attendees gave a brief synopsis of where their publications stood on the road to electronic prepress ranging from "considering options" to several publications whose editorial pages are 100% digitized and are also accepting digitized ads, transmitting via T1 lines, using digitized proofs and bringing the scanning function in-house.

Representatives from Quark Xpress, a popular electronic publishing pagination program in use at most IDG publications and being considered by several more, gave a brief presentation and participated in a lively discussion of their product's current and future capabilities.

CHANGING RESPONSIBILITIES

Another session focused on new projects production departments are being asked to handle. Gone are the days when the production department put out one version of one publication. *PC World*, for example, has produced as many as 26 versions of a single issue. Today, production personnel must contend with producing new launches, demographic editions, special issues and sections, white papers,

Learning the lingo

- COLLATERAL: Printed material such as business reply cards, cover wraps, inserts, brochures, etc.
- DEMOGRAPHIC EDITIONS: Special sections of an issue printed to target a specific subset of the publications'audience. Additional pages are selectively bound in and may contain editorial and/or ads.
- ELECTRONIC PREPRESS: A term that encompasses a variety of technological advances in prepress, i.e. copy and images may be assembled on a computer and output as four-color film replacing the paste up and stripping previously done by hand.
- FPO (For Position Only): Written on page proof to indicate the position of a photo or art work.
- HALFTONE: An image photographed through a halftone screen to convert it into a series of dots.
- MECHANICAL: Boards that contain the text, FPOs, color specs and art that as they will appear on the printed page. Today, electronic prepress technology is eliminating the need for mechanicals at most publications.
- PAGE PROOF: A respresentation of what a page will look like when it is printed. Page proofs are used to make changes in the copy, color or image placement if necessary.
- PASTE UP: Adhering copy to mounting boards and including overlay (tissue paper or acetate taped to board) to indicate image placement and color.
- PREPRESS OR PREP: Pertains to camera work, stripping, outputting film, pulling proofs and plate making or any work necessary prior to going on press.
- SERVICE BUREAU: A business that specializes in outputting computer files on laser imagesetters as well as other prepress functions.
- STRIPPING: Traditional method of film assembly where multiple components are composited into flats in preparation for making final film.

IDG
HR Update
THE HUMAN RESOURCES NEWS BI-MONTHLY
JULY/AUGUST 1993

New law helps employees meet work demands and family needs

by Alan Berkowitz, Schachter, Kristoff, Orentsein & Berkowitz

The Federal Family and Medical Leave Act (FMLA) of 1993 takes effect this week (Aug. 5). According to the U.S. Department of Labor, the FMLA will "balance the demands of the workplace with the needs of families, to promote the stability and economic security of families, and to promote national interests in preserving family integrity." The U.S. Department of Labor will be issuing final regulations early in 1994.

The FMLA requires that companies with 50 or more employees within 75 miles comply by granting job-protected leave for defined family care matters. The 75 miles would encompass *all* IDG companies within this radius, not just your own business unit. Therefore, although your particular business unit may not have 50 employees, if there are other IDG units with 75 miles and the numbers total at least 50 employees, then your business unit would qualify. Employees must be employed by IDG for at least 12 months to qualify for the FMLA.

> ***The FMLA was enacted "to balance the demands of work with the needs of families, to promote stability and economic security, and preserve family integrity."***
>
> **- U.S. Department of Labor**

IDG established its own Family Care Policy Jan. 1, 1992, almost two years prior to the federal mandate. The new federal regulations will alter IDG's current policy to allow for 12 weeks in a 12-month period, as opposed to 16 weeks in a 24-month period.

REASONS FOR LEAVE

The FMLA permits eligible employees to take a family care leave of absence for one or more of the following reasons:

- To care for the employee's newborn or newly adopted child. This leave must be taken and concluded within the 12 month period after the birth or adoption.
- To care for the employee's child, spouse or parent who has a serious health condition.
- For the employee's own serious health condition that makes the employee unable to perform his or her job.

Serious health conditions are broadly defined to include conditions requiring inpatient treatment in a hospital, absence from work for more than three calendar days where there has been continuing treatment by a healthcare provider, or continuing treatment by a healthcare provider for a chronic or long-term health condition. Examples of covered health conditions include treatment for substance abuse, stress, allergies and pre-natal care.

Spousal equivalents are not recognized by the federal government as legal dependents. As a result, employers are not required to grant leave for the care of spousal equivalents. IDG, however, does permit the leave in the case of serious health conditions of spousal equivalents.

AMOUNT OF LEAVE ALLOWED

The FMLA entitles employees to take 12 weeks of family care leave per calendar year. This leave will be integrated with your paid short-term disability (STD). For example, if you have accrued five weeks of STD, you will then have an additional seven weeks of unpaid leave available to

- SEE BACK PAGE

Do You Know IDG's Pre-Tax Program?

1. In 1992, how much was contributed by IDG employees in pre-tax dollars to pay for dependent or HMO medical plan contributions?

a. $268,000
b. $377,000
c. $512,000
d. $679,000

2. In 1992, how much money did IDG employees defer to pay for dependent care (day care/elder care) expenses on a pre-tax basis?

a. $112,000
b. $283,000
c. $329,000
d. $409,000

3. How much money did IDG employees contribute to their 401(k) accounts in 1992 on a pre-tax basis?

a. $981,000
b. $1,466,000
c. $1,934,000
d. $2,327,000

4. Approximately how much did IDG employees save in taxes by participating in the IDG pre-tax programs listed above?

a. $589,000
b. $853,000
c. $1,000,000
d. $1,628,000

(The answers are on the back page.)

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

FMLA

- FROM FRONT

you for the remaining months of the calendar year.

In addition, employees may take intermittent leave or reduced periods of leave subject to their manager's approval. For example, intermittent leave may be taken in increments as small as one day for such things as medical appointments. Reduced leave allows employees to temporarily work on a reduced hourly schedule if medically necessary.

REINSTATEMENT OBLIGATIONS

Employees returning from FMLA leave will be returned to the same or an equivalent position involving similar duties, responsibilities, skill, effort, authority, pay and benefits to the position they held prior to leave. If an employee returning from medical leave is unable to perform the position because of his/her physical or mental condition, the employee is entitled to reasonable accommodation pursuant to the Americans with Disabilities Act (July, 1992). However, employees have no greater rights to reinstatement than if they had been continuously employed during the FMLA leave period. For example, if an employee would have been laid-off for business reasons, reinstatement would not be required.

MEDICAL INSURANCE COVERAGE

Employees are entitled to continuation of their medical insurance coverage under the group health plan while out on leave. Coverage conditions will be the same as would have been provided if the employee had been working and not on leave. Employees will be required to continue their contributions at the same rate toward their health coverage premium payments.

ADVANCE NOTICE

Advance notice of the need for leave under the FMLA is required. Employees must provide 30 days advance notice when the leave is "foreseeable." When an employee is unable to give advance notice (e.g. premature birth), notice must be given as soon as practical. If an employee requests leave because of a serious health condition, then medical certification of the condition must be provided to your local HR Representative.

RELATION TO STATE LAWS

The FMLA does not supersede any state or local laws that provide employees with greater family or medical leave rights than those provided by the FMLA. Employees are entitled to the benefits of all applicable federal and state laws. FMLA interim regulations specifically affirm that if state law provides greater leave entitlement, the employee would be entitled to take the more generous leave.

IDG has provided its employees with the family care benefit for almost two years. This benefit allows employees to take job-protected, unpaid leave for personal care or to care for immediate family members. It provides for the flexibility that many employees find necessary in balancing family and work issues. For further information about the FMLA and how it may affect you, please contact your local HR representative.

In the next HR Update, see how IDG's benefits package shapes up in a benefits analysis of companies belonging to the High Tech Publishing Consortium.

Pre-tax program

Answers:

1. d 2. c 3. d 4. c

Consider the tax advantage you could enjoy in 1994 by enrolling in the Medical Flexible Spending Account in January! For information about the MFSA and other pre-tax advantages, see your HR Representative!

HR Update

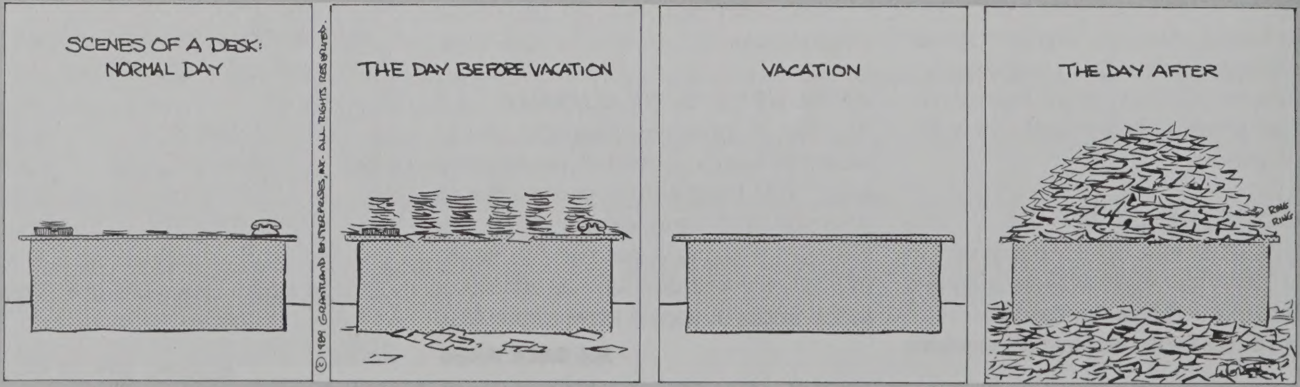
Contributing Writers
Alan Berkowitz, SKOB
Tom Mathews

Coordinator
Kelly Lynch

Editors
Patricia Smith
Penny Winn

HR Update is a cooperative effort between the IDG HR Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA 01701; fax: (508)935-4600.

Enjoy your vacation!



IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, August 2, 1993

*The IDG Job Opportunities listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

BOOKKEEPER - Part-time (IDG)

The individual in this position will be responsible for Accounts Payable vouchering, bank reconciliations, filing and some data entry related to AP in bank reconciliations. Specific requirements include High School diploma or equivalent, and at least one year experience with Accounts Payable.

SALES REPRESENTATIVE (NETWORK WORLD)

The person in this sales position, located in Sunnyvale, CA, will perform inside sales and outside sales responsibilities, leading to full-time outside sales duties for the Northwest region. This individual will report to a Regional National Account Manager. Previous inside sales experience preferred.

REGIONAL MANAGER - RECRUITMENT ADVERTISING (COMPUTERWORLD)

This person will be responsible for the sales of recruitment advertising space. Proven sales record, ability to work with IS hiring managers, HR technical recruiters and advertising agencies required, as well as the aptitude for group presentations and an interest in industry organization. Bachelor's degree required.

ADMINISTRATIVE ASSISTANT (PC WORLD)

This individual will be responsible for performing administrative and clerical tasks for the Account Manager. The ideal candidate will be highly organized and detail-oriented with excellent communication skills and familiar with the IBM PC or compatible. Minimum 1 year clerical experience required.

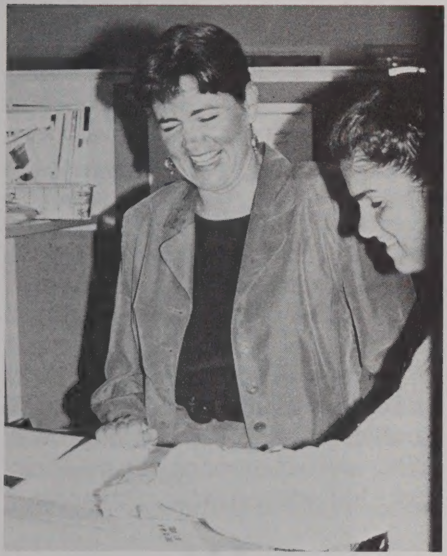
SOUTHWEST ACCOUNT MANAGER (MULTIMEDIA WORLD)

This individual will pursue all advertising opportunities through creative and imaginative sales techniques while fulfilling goals for the Southwestern territory. Additional responsibilities will include servicing and maintaining all advertising after the sale is made, customer support, file maintenance, report generation and credit clearance. Prior sales experience in computer publishing industry, as well as excellent communication, organizational and presentation skills required.

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	**IDC/G**	IDC Government	Vienna, VA
BCP	Business Computer Publishing	Peterborough, NH	**IW**	InfoWorld Publishing Corp.	San Mateo, CA
IFWD	Infoworld Direct	Boston, MA	**LPC/PCW**	Lotus Publishing Corporation	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MPC**	MPC World Magazine	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**NWW**	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	**PCW**	PC World	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDG	International Data Group	Framingham, MA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG/B	IDG Books	San Mateo, CA	**TIS**	Tech. Investment Strategies Co.	Framingham, MA
IDG/P	IDG Peterborough, NH	Peterborough, NH	**TMG**	Tech Media Group	Peterborough, NH
IFTW	*Infotainment World*	San Mateo, CA	**WEC**	World Expo Corporation	Framingham, MA
IMI	Integrated Media, Inc.	San Francisco, CA			

Job Opportunities
Revised: August 2, 1993

Division	Title	Publication / Location	Contact Manager	Phone
IDG	List Sales Representative	List Services, Framingham, MA	B. Thompson	(508)935-4531
IDG	AP Data Entry P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG	Bookkeeper P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG/NG	Sales Manager	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Info. Services Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Digital Exec. Prog. Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
NW	Sales Representative	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NW	Associate Features Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	S. Kupiec	(408)541-8634
NW	Test/Reviews Editor	Framingham, MA	C. Bruno	(508)875-6400x414
CWPI	Regional Mgr - Recruit. Ad.	Rochelle Park, NJ	S. Perry	(508)820-8160
CWPI	Mng. Editor - Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Market Research Associate	CW Database, Framingham, MA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Telemarketing Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (2)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
TMP	Advertising Sales Rep.	*Desktop Video World*, Peterborough, NH	G. Lodge	(603)924-0392
IDC	Consulting Sales Mgr., West	Mountainview, CA	D. Bernardi	(508)935-4361
IDC	Desktop Sys. Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Product Analyst, PRG	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
FCW	National Sales Manager	Falls Church, VA	B. Thompson	(508)935-4531
EMS	Vice President, Technology	San Mateo, CA	M. Belinsky	(415)286-2770
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Reviews and Testing Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Human Resource Generalist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Senior Editor - Enterprise	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Research Editor	InfoWorld Direct, Boston, MA	D. Vieraitis	(415)572-7341
IW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Production Artist/Technician	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Irvine, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, Chicago, IL	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assitant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (3)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Proiect Editor (2)	Indianapolis, IN	D. Vieraitis	(415)572-7341
PCW	Administrative Assistant	*PC World*, Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Account Representative	*PC World*, Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Art Director	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
MAC	Direct Mail Manager	*Macworld*, San Francisco, CA	L. Hitchcock	(415)978-3145
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/Publisher	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Editorial Positions	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300



World Update

Network World Production Director Ann Finn looks on as Terri Mitchell, production assistant, pastes up a page of classified ads — the only section of the publication that is still created in the traditional manner.

advertorials, catalogs, posters, holograms, disks, CDs and a variety of custom publishing projects.

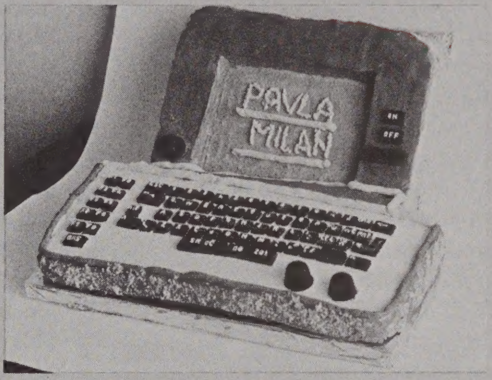
The group also explored areas where collective purchasing could be used to reap savings for the company. Some areas where group buying options are being explored include print — both magazine and collateral — and paper buying. The IDG monthlies collectively purchase 18,000 tons of lightweight coated paper per year. They also purchase over $25,000,000 worth of print each year.

Early next year, *PC World*, *Macworld* and Integrated Media will bid out their print contract, which expires at the end of FY'96. They hope to include Infotainment World and some of the other monthlies in the new contract. The group will meet again early next year to review the RFP and other group purchasing matters.

"There are two things driving the diversification of production," noted Goodwin, "technology and the economy. We are all producing more work, often in uncharted territory. It was very helpful to share our experiences and make note of the developing areas of expertise."

Wedding-ware?!

Just before *Computerworld Czechoslovakia* journalist Milan Hejduk got married in May, one of his friends brought a suitably decorated cake to the Prague office for his colleagues to celebrate the impending nuptials. Inspired by the delectable hardware, *CW* Editorin-Chief Zbysek Bahensky published the photo to extend the couple best wishes on behalf of the entire editorial staff. Among the features of this unique computer, Bahensky wrote, was "the manufacturer's lifelong guarantee," its "multiuser operating system fixed for only two people for the time being," and "promises for continued system development and expansion in the future."



IDG Czechoslovakia

This unique computer also came equipped with a gold ring.

Wows

-FROM PAGE 1

affect their plans to do business with the company. Result: only 64% of the 121 subscribers surveyed were aware of the pending ruling, and 90% of them said even if the decision went against Microsoft it would not affect their business relationship.

CW DATABASE
DIVISION

At 12:30, Farias faxed Beach handwritten tabulations and two charts pulled together by Vice President of Administration **Paula Marcotte**. Later that day, just 10 minutes after Gates heard that the FTC failed to reach a conclusion on the allegations, Beach presented him with *CW*'s survey results.

"This is great," Gates said with a big smile as he looked at the data. According to Beach, not only was Gates pleased at the ruling, which a spokesman called "a victory for this phase" of the three-year-old investigation, but Gates felt the *CW* survey verified his gut feeling that the government was making a big deal out of a non-issue and that the people who did know about it didn't even care.

Gates' public relations staff was so impressed with the survey results that they snatched the faxes out of Beach's hand to use during a telephone interview a staff member was conducting at that moment with *The Economist*.

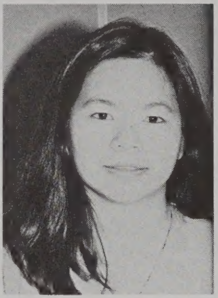
"The story here is the fantastic job that Alan and his staff did to develop this compelling report on such short notice," Beach said. The staff suspended their current work, conducted the Gates project and resumed client research "without missing a beat," Farias said.

CWDD Vice President of Sales **John Carpenter** pointed out that the project was also a big boost for morale. "The employees who do the interviews and manage the data don't often see the results of their efforts, but Gary was able to give them immediate feedback via voicemail and faxes that they had done a great job," he said.

Noteworthy!

NEW EMPLOYEES

Manivone Phommahaxay is a research assistant for Technology Investment Strategies, a division of IDC. She is pursuing an MIS/accounting degree from Babson College and, in the rare moments she is not working or studying, enjoys reading and going to the beach.



World Update

Phommahaxay

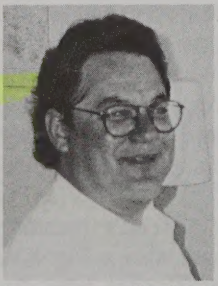
■ ■ ■

Ann Lewis, an advertising account coordinator at *Network World*, serves as a liaison between the sales and the production departments. She previously had similar responsibilities at the *Robb Report Magazine* in Acton, Mass. Ann has a BS in business administration with a marketing concentration from the University of Massachuettts/Lowell and a master's in secondary business education from Rivier College. Outside the office she enjoys skiing and swimming.

Lewis

World Update

Peter Lisker has joined *Network World*'s San Francisco bureau as senior editor with the client/server applications team. A freelancer for the past several years, he's written on a variety of topics for publications including *PC Week*, *PC Magazine* and *Macintosh Today*. Earlier, he was a *PC Week* columnist and helped set up and run Ziff-Davis' software/hardware test lab.



Lisker

Network World

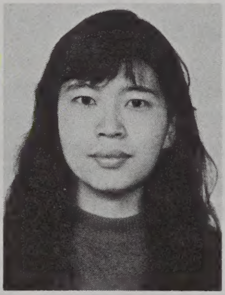
■ ■ ■

Jennifer Avelar is working as an operations assistant at IDG Books Worldwide. She previously worked at Miller Freeman as an advertising/production coordinator. Jennifer is pursuing an associate's degree in computer programming at the College of San Mateo and spends her off hours swimming and camping.

IDG Books' Midwest office welcomes two new project editors, both of whom are currently overseeing the editing of *1-2-3 for Windows*. **Kezia Erin Engsley** was previously production editor at the Que division of Prentice Hall Computer Publishing. She has a BA in journalism from Indiana University and is training for a marathon in October. **Erik Dafforn** was formerly a senior editor at Prentice Hall's SAMS Imprint division. He has a BA in English from Wabash College and makes time for bicycling, weightlifting and reading.

■ ■ ■

Loring Chen has signed on as editor-in-chief of *PC World Taiwan* after holding a similar position at Third Wave Publishing Corp. She has worked in the IT industry for the past six years, including a stint as an engineer at Acer Technology Corp. Lorining earned a degree in electronic engineering from Da Hua Industry Junior College.



Chen

PCW Taiwan

■ ■ ■

Macworld's new account manager for the Northwest territory is **Stephen McGill**, formerly a regional manager at *Upside* magazine. He has a degree in marketing managment from Bentley College and enjoys golf, skiing and comedy writing.

■ ■ ■

Nileita Williams is working the 3 p.m. to 11 p.m. shift as a computer operator for the IDG IS department in Framingham, handling system backups, invoice prints. She has a BA from the University of Massachusetts/Boston and enjoys tennis, roller skating and writing short stories and poetry.

■ ■ ■

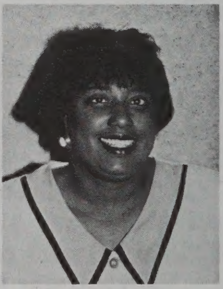
As assistant production manager, **Joy Ma** will be working on Infotainment World's *PC Games* and *Electronic Entertainment*. She has a BA in English literature from Lady Shri Ram in New Delhi, India and an MA in media theory from the New School for Social Research in New York. Outside the office Joy can be found writing fiction, hiking and volunteering for the Foster City, Calif. arts and culture committee.

■ ■ ■

Marian Bernstein has signed on as a marketing specialist at IDG Books in San Mateo. Her current responsibilities include developing new catalogues and helping write the copy for the covers of several upcoming books. Marain has a BA in American history from Connecticut College and spends her leisure time reading, playing sports and listing to music.

■ ■ ■

Brenda Thompson has joined IDG Framingham has a senior human resources representative, supporting List Services, Research Services and Lotus/PC World and assisting with IDG Framingham, World Expo and GITG. She has an undergraduate degree in social work from New York University and enjoys bowling and singing in her church choir.



Thompson

World Update

IDC India has moved to:
D-126 Panthsheel Enclave
New Delhi 110 017
India
Tel: +91-11-647-2955
+91-11-647-2971
Fax: +91-11-647-5765

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Shirley Day-Kohn - IDG Germany

FIFTEEN YEARS
Karl Heinz Zimmermann - IDG Germany

FOURTEEN YEARS
Renate Kretz - IDG Germany

THIRTEEN YEARS
Ursula Pusch - IDG Germany

TEN YEARS
George Sing - IDG Germany
William Boyer - IDG

NINE YEARS
Richard Kazmirchuk - Laurentian Technomedia
Morten Hansen - IDG Norway

EIGHT YEARS
Tore Harald Pettersen - IDG Norway

SEVEN YEARS
Rosemary Kraemer - PC World
Chris Cuoco - Computerworld
Vicki Blake - InfoWorld Direct

SIX YEARS
Anita Trembley - Computerworld
Yoshimoto Matsuura - IDG Japan
Reinelle Hicks - InfoWorld
Roseann Labruno - InfoWorld
Karen Niles - InfoWorld

FIVE YEARS
Ellen Sanderson - IDG/PC World
Britt Wang Lovvik - IDG Norway
Eric Kestler - IDC Government
Megan Santosus - CIO
Scott Finlay - Network World

FOUR YEARS
Lincoln Spector - PC World
Elfriede Tenbieg-Mutert - IDG Germany
Gabriele Lange - IDG Germany
Michael Klein - IDG Germany
Josef Gruber - IDG Germany
Tom Helge Berglie - IDG Norway
Gry Aspaas - IDG Denmark
Kelly Conlin - IDG
Karen Moltenbrey - Network World

THREE YEARS
Dan Lavin - NeXTWORLD
Rich Marino - PC World
Graciela Eulate - NeXTWORLD
Mihály Kenczler - IDG Hungary
Per Anders Amundsen - IDG Norway
Klaus Krabbe Hermansen - IDG Denmark
Elizabeth Ladendecker - CIO

TWO YEARS
Chris Keall - PC World New Zealand
Melissa Holmes - Lotus/PC World
Osamu Honma - Macworld Japan
Susanne Maß - IDG Germany
Michelle Kuo - Computerworld Taiwan
Magdi Makara - IDG Hungary
Tiziana Parma - IDG Italy
Bjorn Alm - IDG Norway
Tonja Pritchard - IDG Norway
Annika Karlsson - IDG Sweden
Dana Sadoff - IDG Books
Junichi Togashi - IDG Japan
Takashi Endoh - IDG Japan
Keith Henry - IDC U.K.
Peter Hvidtfeldt - IDG Denmark
Tina Templin - InfoWorld
Peter Holms - InfoWorld
Milford Sprecher - IDC Government

ONE YEAR
Alan Abrams - PC World
Jutta Ruppert - IDG Germany
Ola Fors - IDG Sweden
Jesper Israelsen - IDG Denmark
Brian Pedersen - IDG Denmark
Brian McMillen - IDG Books
Lisa Kirchoff - Federal Computer Week
Cheri Wade - IDG

Happy 25th, Bill!

Bill Leitch thanks Louise Myerow, IDG's unofficial poet laureate, for a poem she created in honor of his 25th anniversary with the company.

IDG World Expo Senior Vice President Bill Leitch recently celebrated his 25th year with IDG at a surprise lunch where colleagues presented him with a cake and an anniverary banner and poem written by long-time co-worker Louise Myerow.

Bill joined IDG in 1968 as the 53rd employee and began his career at IDC where he started a research service for investors and the banking community. The service allowed people to subscribe to research, purchase reports and call for specific information, which is the cornerstone of IDC's business today.

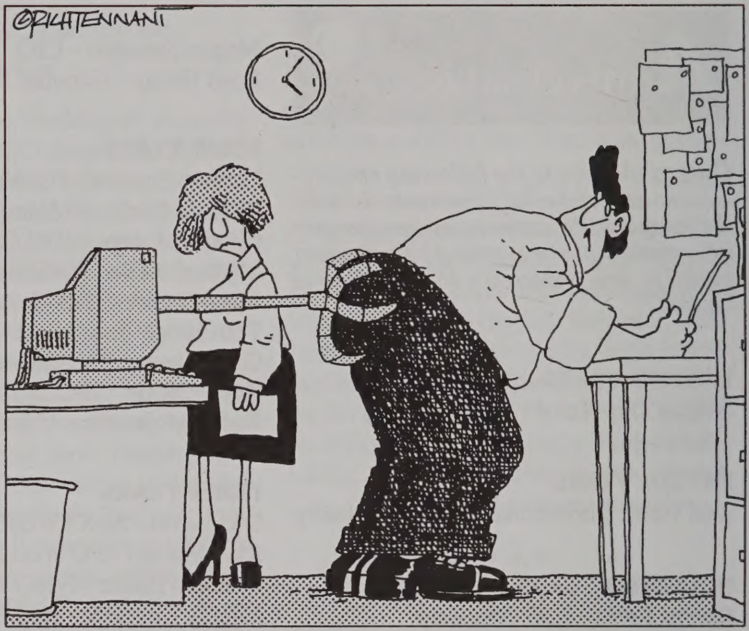
Bill has been involved with more than 250 conferences and seminars during his career, including making eight stops across the U.S. with the Computer Caravan in 1978.

In 1979, he launched ComNet and has been an integral part of the show's success over the years.

Although Bill says he's too busy to think about the next 25 years, he's sure he'll be at IDG for a while to come!

Off line

Congratulations to all our enthusiastic caption contributors. Winner Gary Palmer will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave.* The honorable mention winners below will receive *IDG World Update* frisbees.



"Thank goodness I wasn't facing the thing, hey Martha?!"

- Gary Palmer, *InfoWorld*

"Would you press the 'escape' key for me? I need to get back to my desk."

- Marc Calvanico, *InfoWorld*

"Damn, I hate these interactive systems."

- Tom Mathews, IDG Human Resources

The promise of modern communications: the new user-friendly AT&T Communicator features an interactive, multimedia image-grabber that lets you Reach Out and Touch Someone.

- James Carroll and Terho Uimonen,
Global Computer Express

For God's sake, whatever you do, DON'T press 'enter!'"

- Neil McCormick, IDC China/Hong Kong

"This is SXxual harrassment!"

- Richard Mergler, IDG Australia

The new Pinchtium chip has a megabyte of RAM.

- Jon Lesjak and Barry Sanders, IDG Australia

"I thought I was only speaking metaphorically when I said computers were a pain in the backside."

- Brent Williams, IDC

"Well, this is one time I'm glad something happened while my back was turned."

- Marc J. Mikulich, IDG Books Worldwide

"This program's a bummer."

- Tim Clarke, IDG International News Group

"This peer-to-peer network is getting a lot too personal for me."

- Simon Salamon, LINK Resources

"Gee, I'm not sure about that new screen-grab software. It seems a little buggy."

- Rick Raymo, Infotainment World

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

CW Australia celebrates its 15th year
- PAGE 2

IDG Books welcomes arrival of Mac triplets
- PAGE 2

Kirk Campbell talks about IDC's future growth
- PAGE 3

IDG *World Update*

VOLUME 23, NUMBER 32
AUGUST 9, 1993

Editors explore media frontiers, common issues

What does the weekly newspaper *InfoWorld* have in common with the monthly magazine *NeXT-WORLD* or with IDG Books? Quite a lot, judging from last month's lively Edit '93 gathering in Dana Point, Calif.

More than 30 chief editors from IDG's U.S. publications met for the two-day summit at the Ritz Carlton/Laguna Niguel to collectively explore a range of editorial issues and ways to leverage the synergies of IDG's U.S. publishing operations. Organized by *InfoWorld* Editor-in-Chief **Stewart Alsop**, Edit '93 comprised an ar-

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World Update

***Network World*'s John Gallant (l) and John Dix look at a mock-up of *Electronic Entertainment* during a break.**

FCW bulletin board connects federal IT buyers and vendors

By the end of fiscal year 1993, the U.S. federal government will have spent $24 billion on information technology. *Federal Computer Week* has developed its first bulletin board system, *FCW*Net, as a way to help computer resellers and integrators cut the red tape and move closer to federal government IT buyers.

The service began just a few weeks ago through Netmark, a sophisticated on-line shopping service for federal employees. Users access the system for just the cost of a phone call via Internet or by dialing direct through modems.

The *FCW*Net icon on Netmark's main menu contains current sales and pricing information on major IT products included in *FCW*'s annual supplement, the *Catalog of GSA Schedules*. The supplement contains a list and contact information for companies that have negotiated preferred pricing for federal government IT buyers.

"Users in the federal government are protected by filters of procurement rules and regulations [to assure they're getting the lowest possible prices], so vendors have little direct contact with people making the buying decisions," said *FCW* Publisher **Jim Hussey**. "*FCW*Net plows through these barriers and transforms the *Catalog of GSA Schedules* into a live ordering mechanism. Once in the system, a user can make on-line purchases. It's a win-win situation for users and for advertisers."

Vendors who didn't advertise in the *Catalog of GSA Schedules* can still buy into *FCW*Net but don't receive a discounted price. Hussey said users have been very excited about the concept of on-line shopping, an option that had not previously been possible in the government marketplace.

Beginning in the next few weeks users will be able to download, at no charge, demonstration copies of software and order on-line if they like it. Vendors can customize the demo package to obtain relevant information about the users who are test-driving the software.

Ten software packages are ready to go on *FCW*Net, and given the well-attended and enthusiastic meetings Hussey has held with various software vendors, many more will soon follow. Software can

- SEE PAGE 6

Happy birthday, *Computerworld Australia*!

Computerworld Australia marked its 15th birthday last month, and, like any energetic teenager, invited all its friends to a spirited birthday celebration.

General Manager **Barbara Howell**, who's been with the company all but one of its years, organized the event for more than 125 partygoers, incuding many former employees. Among the guests were **Martin Taylor**, managing director of IDG New Zealand; **Kimberlee Luedee**, director of marketing and communication for the Macworld Global Product Support Center; **Len Rust**, managing director of IDC Australia; and John Costello, *CW Australia*'s first editor.

The evening included speeches by Managing Director **Don Kennedy** and Production Manager **Max Jaeger**, who spoke about the early days of IDG Australia. **Gayle McElroy** won the trivia contest, which tested employee knowledge of anything from IDG's 10 corporate values to who sung the "Banana Song" with IDG Chairman **Pat McGovern**.

CW Australia's 146-page anniversary issue showed off a redesign that cleared more space for news on the front and third pages. Hewlett-Packard sponsored a 42-page glossy pullout section that featured profiles of 15 pioneers in Australian computing. **Linda Kennedy** edited the section, and founding editor Costello helped shape the section and concducted several of the interviews. Within the other special anniversary pages, Len Rust looked at the Australian PC industry over the past 15 years and suggested what smart vendors will need to do to survive the next 15.

Jan Wikstrom (left), Jenny Beynon, David Beynon, Debbie Constantine and Glen Myles

IDG Australia photos

Jenny Fraser-Bell (left), Monique Halen and James McElvogue

Mac triplets set to take bookstores by storm

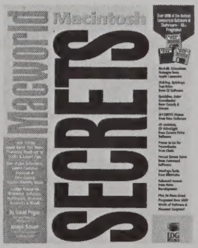
IDG Books Worldwide announced three new Macintosh volumes last week, timed to coincide with MACWORLD Expo/Boston. As with all IDG Books titles, IDG employees are entitled to a 30% discount when ordering directly from the publisher (telephone 415-312-0650).

Macworld Complete Mac Handbook Plus CD, 2nd Edition ($39.95 U.S.A.)

Macworld
Complete Mac Handbook Plus CD
2nd Edition

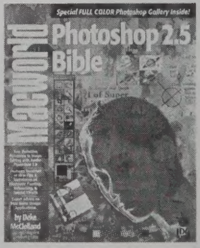
Written by *Macworld* columnist Jim Heid, this is the first and only general Macintosh book to include a CD-ROM. The CD's audio program — a look at the past, present and future of the Mac — plays on any compact disk player. Key topics include font customizing techniques, 3-D graphics, database management, music and MIDI, desktop video and QuickTime.

Macworld Macintosh SECRETS ($39.95 U.S.A.)



Detailed tips, tricks and software for optimizing Macintosh performance, including start-up, memory, Finder and PowerBook secrets. *Macworld* columnist David Pogue and *MW* contributor Joseph Schorr describe techniques such as how to reclaim the hidden 4MB on any hard drive and how to make a PowerBook battery last longer. Over $800 of software and discount coupons are bundled with the book.

Macworld Photoshop 2.5 Bible ($29.95 U.S.A.)



PC World and *Macworld* contributor Deke McClelland describes how to master expert-level functions to retouch digitized photos and apply special effects with ease. It includes a 16-page full-color insert with sample images from the chapter on using color, and a section on filters and special effects has more than 70 examples of custom filters with algorithms and the logic behind them.

On line

ASK KIRK

IDC President Kirk Campbell takes a turn as guest columnist this week.

Q What's been the customer feedback on IDC's Research Base CD-ROM?

A IDC's ResearchBase CD-ROM product contains all of the research text, images and tables produced by IDC U.S. over the past several years. Clients who use this product receive access to only the IDC research programs to which they actually subscribe. For example, a client who purchases the PC Hardware and Distribution Channels research programs may access only those two programs although all of IDC's research resides on the disk. IDC's end-user research division, Technology Investment Strategies (TIS), currently produces a separate CD-ROM with its own research for its customers. Both of these products were developed in close cooperation with Paul Earl's Emerging Technology Applications group.

We currently have more than 250 customers using either the IDC or TIS CD-ROMs. Most customers are quite pleased with the products. The single most important request from our customers is to increase the frequency since it is currently issued quarterly. Therefore, we plan to move to monthly frequency no later than this January. In addition, we plan to produce by October a single, expanded CD-ROM product which will contain all of the research from IDC U.S., IDC Europe (English-language), TIS and LINK Resources.

Q What are IDC's plans for expanding its electronic publishing capabilities?

A We are currently installing at IDC Framingham a special server so that all IDC U.S. analysts will be able to hook into the Internet. Analysts will be able to send out "Fax Flashes" via Internet and may be contacted by clients via E-Mail. In addition, Vicki Brown is leading an internal task force which is investigating electronic delivery options for IDC. Their report is due at the end of the month. It is critical that IDC enhance the ease of use of its research information, so we will be announcing further developments in electronic delivery to our customers during FY 1994.

Q With the recent successful expansion of IDC operations in Asia and Latin America, IDC's geographically based growth is slowing. Where do you see IDC's major growth opportunities coming from? Assuming that growth will need to come from existing regional and country offices, what kinds of new services and products is IDC planning?

A While it is probably true that IDC will not open up as many new research offices in the next 10 years as were opened in the past decade, there are still tremendous opportunities for IDC's revenues to grow in the newer information technology markets around the world.

For example, we are experiencing rapid growth in both our Latin American and Eastern Europe research groups and are hiring additional research analysts so that we can handle the demand for information. IDC has only begun to tap some of the many IT market research opportunities in the Asian region. IDC's offices in Japan and in other Asian countries will be much larger research companies within the next two to three years. We are launching this fall a Middle Eastern IT multi-client research study which will just be the beginning of IDC's expansion into this region.

Of course, IDC also will continue to be very active in launching new research services and products to satisfy changing customer needs. For example, telecommunications, services and distribution channels research are three high growth areas where we have plans to launch additional products. IDC will also greatly expand its IT research on the small business and consumer markets. Now that LINK Resources has rejoined IDC, we have the best analysts in this field in our company and we plan to aggressively expand our research into small business and consumer markets on a worldwide basis.

Q The IDC network of offices is almost as large as IDG's. Do you travel as far and as often as some members of the IDG Executive Committee?

A IDC presently has 35 country offices so we still have a long way to go before we catch up with IDG's 62 countries. I suppose that I travel as far, but I certainly do not travel as often as IDG headquarters executives or David Hill (who has an incredible international travel schedule!). We hold a fair number of IDC regional meetings in Europe, Asia and the Americas at which we bring together country managers and research managers to work on key strategic, client and product issues. In addition, I use the telephone a great deal throughout the day and evening to stay in touch with IDC's country managers in different time zones.

What's on your mind?

The "On line" column is a forum for IDG employees to ask questions — anonymously — about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.

IDC Government aims first CD-ROM at vendors

GITG team effort yields library of federal IT marketing data

Vendors working with U.S. defense and civilian agencies can now retrieve and analyze a variety of federal IT marketing data and news through FEDTRAX, IDC Government's first CD-ROM product. The disk shipped in June and will be updated monthly.

Dubbed a "shrink-wrapped federal library" by **John Miller**, IDCG's vendor account director, FEDTRAX contains information on contract specifications, regulations, and the federal IT budget. Vendors can target contracts that are expiring, conduct competitive analysis and analyze agency contracting history. News about the government systems community is available through the full text of *Federal Computer Week* dating back to 1988. It marks the first time *FCW* has been available on CD-ROM in full text format.

FEDTRAX includes a proprietary database, Tracker, which Miller called "the hallmark product that led us into the CD realm." Tracker includes 87 fields of information about the federal government's most important IT programs and contains IDCG's value-added analysis of those programs.

While Tracker has been available online to IDCG clients for the past 10 months, its usefulness has been further enhanced on CD through a cross-referencing function that connects it to some of the disk's other features. "If a vendor is looking at budget projections, he can pull up other programs to see the contract history of competitors and get the information necessary to fine-tune his marketing strategy," explained **Mark Mistrik**, product manager for FEDTRAX as well as an IDCG research analyst.

"This has been a real solid GITG effort," Miller said about FEDTRAX. [Government Information Technology Group is the parent company of FCW Publishing and IDCG.] "**Ken Kaplan** [IDCG's former CEO, now at IDG World Expo] was a driving force behind this product, and it's a nice legacy he's left us."

Those who have also shaped the product include Director of Research **Peter Boulay**, who started Tracker; IDCG CEO **Edie Holmes**; **Alex Metzger** and **Katie Hammler** from IDCG sales and marketing; **Francie Mendelsohn**, research director for enterprise computing; and FEDS Director **Jerry Hermes**. Production Director **Glynnis Mileikowsky** and her staff helped develop the manual. **Colleen M. Kelly**, *FCW*'s chief copy editor and assistant production manager, was instrumental in organizing the FCW files for the CD. Mark Mistrik serves as the liaison between IDCG and Eagle Eye, the company that presses the disc. He also coordinates product planning with IDCG's sales, marketing and research departments.

FEDTRAX has been marketed directly to vendor clients and through ads in *Federal Computer Week*. The database costs $7,000 for a year's subscription; IDCG clients can purchase it for $4,000. It will be demonstrated at multiple locations during the Fed Micro trade show at the end of August, on the show floor as well as at an IDCG-hosted breakfast.

Exhibitors hail rebooking system at SunWorld/Tokyo

SunWorld Expo/Tokyo '93 drew more than 40,000 attendees to the Nippon Convention Center last month, where 166 companies were on hand to demonstrate the latest hardware, software and peripherals for the SPARC/Solaris/Unix environment. Jointly sponsored by *SunWorld* magazine and IDG World Expo/Japan, SunWorld Expo remains the only Sun-specific show endorsed by Sun Microsystems Inc.

New at this year's show, was a rebooking system that allowed exhibitors to select exhibit space for next year's show, which is scheduled to run in July 1994. By the time SunWorld Expo closed its doors on July 9, 55 companies — or almost one-third of the exhibitors — had booked space for next year's event. The high level of rebooking activity points to the growing enthusiasm for this platform in the local market, noted **Setsuro Tamai**, general manager for IDG World Expo/Japan.

Offering exhibitors a chance to rebook space during a show is a fairly new concept at the international shows, noted **Gabriela Reyes**, national account manager at IDG World Expo, who attended last month's show. "The system has been so successful domestically that they decided to try it at SunWorld Expo even though it's not a common business practice in Tokyo," noted Reyes. Also uncommon, is allowing companies to select the location of their booth. "Normally, space is assigned," explained Reyes, adding that the rebooking system was very well-received by exhibitors.

IDG Japan

IDG's booth was a popular attraction at SunWorld Expo.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, August 9, 1993

The IDG Job Opportunities listing will be published weekly in the ***IDG World Update*** *indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

SALES MANAGER - WEST COAST (COMPUTERWORLD)

The individual in this position will be responsible for directing and developing the west coast Custom Publishing Sales operation. This person will also work with the sales staff to help sell custom publications such as *CW White Papers*, ad supplements, direct mail supplements and the *CW Enterprise Solutions* series.

SALES ASSISTANT (COMPUTERWORLD)

The person in this position, located in Burlingame, CA, will provide support to the Regional Vice President. The position requires initiative, motivation and professionalism, as well as excellent communication, organization and time management skills. Candidates must possess both PC and Macintosh literacy; minimum two years administrative experience. A Bachelor's degree and familiarity with the publishing industry preferred.

SALES ASSISTANT (COMPUTER WORLD)

Working in the recruitment advertising area, this person will provide administrative sales support to the Regional Sales Manager. Duties will include tracking leads and updating databases. Familiarity with a PC, good phone manner and attention to detail required.

PUBLISHER (BUSINESS COMPUTER PUBLISHING)

This position requires a top sales and marketing professional to handle advertising sales, marketing strategy, and sales management for the publication. Minimum 5 years high level display advertising sales experience, thorough knowledge of publishing and the ability to develop and execute a sales plan required.

EDITORIAL OPERATIONS MANAGER (ELECTRONIC MARKETPLACE)

This individual will be the driving force behind the information architecture and the graphical look and feel of EMS services. Working with the Vice President of Technology and President of EMS, this person will define the presentation formats for both the editorial and vendor section of EMS services as well as the relationships between each section.

SALES ASSOCIATE (MULTIMEDIA WORLD)

This person will support the Eastern Advertising Manager in all administrative facets of advertising sales, including clerical support, office support, customer service, and general support as needed. Working with the Account Managers, this person will sell display advertising for the marketplace section and as assigned by phone. The ideal candidate will possess strong administrative and clerical, excellent communication skills as well as strong customer service orientation.

PROGRAMMER ANALYST (IDG CENTRAL SERVICES)

This individual will design and maintain systems for the publisher of *PC World* and *Macworld*. Existing systems include FoxPro, 4th Dimension and FileMaker Pro databases. New systems will include those applications, as well as Lotus Notes for the Mac and PC.

TECHNICIAN (IDG CENTRAL SERVICES)

The person in this position will provide technical support to PC World, Macworld, Integrated Media and IDG Central Services. Working in the IS department, this individual will install and maintain Macintosh, PC and IBM-compatible computers. Networking and PC/Mac experience required; Macintosh and Novell certification preferred. Good communication skills are essential.

Job Opportunities

Revised: August 9, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	List Sales Representative	List Services, Framingham, MA	B. Thompson	(508)935-4531
IDG	AP Data Entry P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG	Bookkeeper P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG/NG	Sales Manager	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Info. Services Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Digital Exec. Prog. Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
NW	Sales Representative	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NW	Associate Features Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CWPI	Sales Director, West Coast	Burlingame, CA	L. Craven	(703)798-1113
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Sales Assistant	Irvine, CA	B. Murphy	(714)250-0164
CWPI	Regional Mgr - Recruit. Ad.	Rochelle Park, NJ	S. Perry	(508)820-8160
CWPI	Mng. Editor - Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Market Research Associate	CW Database, Framingham, MA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Telemarketing Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (4)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
FCW	National Sales Manager	Falls Church, VA	B. Thompson	(508)935-4531
BCP	Publisher	Peterborough, NH	J. Detray	(603)924-0249
IDC	Consulting Sales Manager	Mountainview, CA	D. Bernardi	(508)935-4361
IDC	Desktop Sys. Support Spec.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	Vice President, Technology	San Mateo, CA	M. Belinsky	(415)286-2770
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Reviews and Testing Manager	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Human Resource Generalist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Senior Editor - Enterprise	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Associate News Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Production Artist/Technician	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld,* Irvine, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assitant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (3)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (2)	Indianapolis, IN	D. Vieraitis	(415)572-7341
PCW	Sales Associate	*Multimedia World*, Boston, MA	I. Kane	(617)361-4246
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Technician	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Newsstand Manager	*PC World,* San Francisco, CA	D. Ball	(415)978-3305
PCW	Assistant Editor - Reviews	*PC World,* San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World,* San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Account Representative	*PC World*, Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Customer Service Specialist	*PC World,* San Francisco, CA	N. White	(415)978-3109
PCW	Editor	*PC World,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World,* San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World,* San Francisco, CA	J. Moody	(415)978-3289
MAC	Direct Mail Manager	*Macworld*, San Francisco, CA	L. Hitchcock	(415)978-3145
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

News Service expansion proposed

Though Edit '93 generated a variety of ideas and discussion topics, the gathered editors came away from the meeting with just a single action item. *InfoWorld* Editor-in-Chief Stewart Alsop proposed during a roundtable discussion that the charter of the IDG News Service be expanded to include a wide range of collective editorial activities.

Loosely modeled after the unified sales and marketing activities of IDG's Marketing Services Division (MSD), the expanded News Service (which Alsop dubbed Editorial Services Division or ESD) could organize IDG Editors' Days with key IT vendors, conduct editorial research, help facilitate joint supplements and other editorial projects among individual publications and perform other editorial services of interest across the spectrum of IDG editors. Alsop proposed funding this expanded operation through a new "tax," which would be a small percentage of each U.S. publication's editorial budget.

Alsop's proposal was greeted with some genuine interest and touched off a lengthy discussion among the assembled editors. The group formed a committee, chaired by *NeXTWORLD* Editor-in-Chief Dan Ruby, to explore the idea further and develop a more specific proposal. The committee includes John Gallant of *Network World*, Phil Lemmons of *PC World*, and Michael McCarthy of *SunWorld*.

Editors

- FROM PAGE 1

ray of presentations and roundtable discussions on topics ranging from electronic publishing to product testing to book publishing.

According to Alsop, the goal of the session was to use the power of the IDG editorial reputation to bring resources together that will help editors do their jobs better. "We agreed that in the model of the distributed company the right way to be competitive is to help each other, and we adopted that attitude," he said.

Outside speakers included Robert Ingle, executive editor of the *San Jose Mercury News*, who detailed his newspaper's pioneering foray into on-line services; pulication design guru Roger Black of Roger Black Studios; and futurist Paul Saffo, who shared his vision of tomorrow's wireless communication infrastructure that is already rendering the personal computer obsolete. A series of presentations and roundtables focused on working within the IDG framework and featured speakers from the IDG News Service, IDG World Expo, IDG Books and IDG's new Electronic Marketplace.

InfoWorld

IW Direct **Editor George Bond (l) chats with guest speaker Robert Ingle.**

"It was good to rub shoulders and swap E-mail addresses with other editors I hadn't met," said *FCW* Executive Editor **Paul McCloskey**. "The session was organized well and offered a good mix of exposure to some media frontiers such as IDG's Electronic Marketplace Services and the *San Jose Mercury* experiment."

"I thought it was an extremely productive meeting, with a good mix of topics, and a genuine spirit of cooperation among the editors" said **Rob Garretson**, editorial director of the IDG International News Group. "I know that for me, it helped reinforce my pride in IDG as the best editorial environment in IT publishing."

Business units excel in third quarter

Congratulations to the following IDG business units that have equaled or exceeded plan for the third-quarter FY93.

"In light of the worldwide economic weakness, the achievement of these business units is very admirable," said IDG Chairman Pat McGovern.

United States
CIO
IDG World Expo's Conference Management Group
CW Publishing
Federal Computer Week
IDC U.S.
IDG Books
Infotainment World
InfoWorld
LINK Resources
Macworld

Outside the U.S.
IDG/CI Argentina
IDG/CI Bulgaria
IDG/CI China Computerworld
IDG/CI Czechoslovakia
IDG/CI Germany Magazines
IDG/CI Hungary
IDG/CI New Zealand
IDG/CI Poland
IDG/CI Sweden
IDG/CI Taiwan
IDG/CI Venezuela
IDC Australia
IDC Canada
IDC China
IDC France
IDC Germany
IDC Scandinavia

New *PC World Ecuador* address

PC World Ecuador
Centro Aereo No. Q-388
P.O. Box 522970
Miami, FL 33152-2970
U.S.A.

Highlights from IDC's 1993 Global IT Survey

This annual IDC global survey was administered to more than 5,000 IS executives, 550 CEOs and CFOs and more than 1,100 LAN managers in France, Germany, Italy, Japan, the U.K. and the U.S. The six national markets together represent more than three-quarters of the global IT spending.

• 1993 IT spending in the U.S., Western Europe and Japan, combined, will grow 2% to 3% above the '92 mark; the survey indicates that the U.K. and the U.S. will outperform the rest of Europe and Japan.

• IS executivs agree that developing strategic applications to improve the organization's competitiveness is the most important area of focus for the upcoming year.

• Nearly 80% of upper managers surveyed agree IT has been either a significant source of competitive advantage or a steady contributor to ongoing operating capabilities.

• Germany, the U.K., and the U.S. are the leaders in acceptance of new products, while Japan remains the most conservative in its use of new technologies.

• CD-ROM, electronic data interchange, E-mail and Unix workstations are among the top new products and technologies in use worldwide, said IS executives.

Chairman's achievers

Miriam Karlin
Manager of Legal Affairs
IDG Framingham

Karlin IDG HQ

Miriam, a four-year employee, championed the crusade to obtain a blanket L-1 visa for IDG. The L-1 visa will allow inter-company transfers and/or internships among the business units worldwide. The application involved detailed paperwork and lengthy discussions with the U.S. Immigration and Naturalization Service. "Miriam's accomplishments help to support our goal of cross-company and cross-country sharing of know-how and culture," said Vice President of Human Resources Martha Stephens.

Donna Moschella
Administrative Assistant
IDG Headquarters/Finance Department

Moschella IDG HQ

Donna's spirit of service and teamwork has earned her praise from her departmental colleagues as well as employees in other IDG offices. "No matter how busy she is, she always finds time to provide assistance to all," said Susan Petrie, vice president of financial planning and analysis. "Donna's excellent attitude and strong administrative and technical skills help the Finance Department provide great service to our clients — IDG's business units."

Nomination forms are available from the IDG Chairman's office, fax 617-859-8642.

FCW

- FROM PAGE 1

run free for 30 days, then vendors pay $675 per package per month; $225 for each additional package.

*FCW*Net provides all participating vendors a daily update of all activities — from who looked at their GSA schedule to who tested a software demo.

Hussey said *FCW* sales representatives will be able to promote *FCW*Net to their clients as one more way to reach customers. "The stakes are high for vendors — one *FCW*Net user could be buying enough software for 1,000 colleagues," Hussey explained. "We can go to the federal sales office and show them what a minimal monthly investment can mean for them. *FCW*Net opens up our relationship with these vendors."

*FCW*Net also includes the latest *FCW* news on upcoming issues, supplements and advertising opportunities. Subscription changes to *FCW* can be handled online. *FCW*Net posts notices about upcoming trade shows, government seminars and conferences as well as information on the products and services of *FCW* advertisers. The *FCW* staff is also considering incorporating summaries of major articles from the current *FCW* issues.

Hussey started to think about how the BBS concept might work in the federal marketplace after he heard Network World President **Colin Ungaro** talk about how *NW* has enhanced its relationship with readers through its BBS. "The *Network World* people have been very helpful to us as we've developed *FCW*Net," Hussey said. Back here, [Promotion Director] **Lisa Kirchoff** has created a lot of internal excitement for the product and has been very involved in pulling together research, talking to vendors and getting *FCW*Net off the ground."

*FCW*Net will be promoted at the Fed Micro trade show later this month along with IDC Government's newest product, FEDTRAX (see page 4). Both represent parent company GITG's effort to experiment with different ways of providing products and services to its customers electronically.

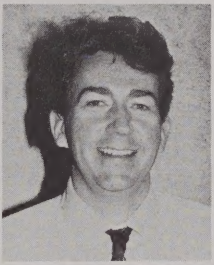
Noteworthy!

PROMOTIONS

DeBalko InfoWorld

Jeff DeBalko, director of information systems at *InfoWorld*, has been promoted to vice president of IS and named to the *IW* Operations Committee. DeBalko began his *IW* career seven years ago in the marketing department and joined IS in 1987. "In each of these roles he had distinguished himself by his efforts to improve our overall efficiency and quality through the use of information technology," said Chief Operating Officer Jim Casella. Casella cited Jeff's recent accomplishments, including working with his team to lead *IW*'s transition from ATEX to an in-house-designed publishing system and assisting the advertising department and IDG's Marketing Services Division in moving into a workgroup environment through the implementation of Lotus Notes.

NEW EMPLOYEES



Somers World Update

IDG Human Resources Dept. in Framingham welcomes **Matt Somers**, who'll be working as an executive assistant to Vice President Martha Stephens. Matt previously handled a variety of HR-related projects at Fidelity Investments. He has a BS in business administration from the University of Maryland and enjoys travel, exercise and socializing.

■ ■ ■

Lorraine Fry has signed on as an editorial production assistant at *Macworld*. She graduated from San Jose State University with a BA in English and enjoys photography in her spare time.

Soo Y. Kang is the new executive assistant to Hugo Hsiung, who works on Asia business development issues for IDG Chairman Pat McGovern. Soo recently graduated from Middlebury College with a BA in East Asian studies and makes time for cooking, tennis, and playing the cello and the piano.

■ ■ ■

Darby Johnson is working as a research analyst for IDC in the electronic messaging and workgroup applications area. She has a BA in history from Wellesley College, a master's in education from Harvard University and an MBA from Simmons College. Outside the office she finds time for squash, biking, running and reading.

■ ■ ■

Mark Flemister has signed on as an account manager at IDC Government, focusing on selling IDCG services to vendors. He was previously self-employed as an exhibit sales consultant. Mark is a graduate of the University of Maryland and makes time for baseball, softball and basketball.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Karen Elliott - Computerworld
Zvonimir Lepusa - IDG Germany
Dagmar Pitschek - IDG Germany

SEVEN YEARS

Debra Brown - IDC
Catherine McCrorey- Computerworld
Catherine Olzchanech - IDG France

SIX YEARS

Geoff Tanham - IDC
Mary Fleury - Computerworld
Ove Heggedal - IDG Norway

FIVE YEARS

Wayne Eckerson - Network World
Marla Miyashiro - PC World
Marlene Tobias - PC World
Carol Person - Macworld
Deborah Branscum - Macworld
Philippa Gratton - IDG New Zealand
Julie Cas - IDG France
Samia Cherki - IDG France
Steven Irvin - InfoWorld

FOUR YEARS

Phyllis Nazarian - IDC
Lisa McKeon - Macworld
Stéphane Gautier - IDG France

THREE YEARS

Wendee Hayman - SunWorld
Lisa Ladle - Macworld
Eilif Reiss - IDG Norway
Christine Serou - IDG France

TWO YEARS

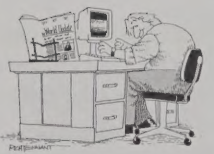
William Bernardi - IDC
Rachel Winett - IDG World Expo
Maureen McCann - IDG World Expo
Wendy Sharp - Macworld
Jennifer Wang - PC World Taiwan
Flora Chen - PC World Taiwan
Anita Andersson - IDG Sweden
Michael Kelley - IDG Books
Andrew Mattus - InfoWorld
Jayne Wilson - InfoWorld

ONE YEAR

Marco Boer - IDC
Justin Desmarais - IDG World Expo
Russell Doyle - IDG
Rachel Gillis - Macworld
Belinda Chloubер - Macworld
Mark Broatch - IDG New Zealand
Kathy Day - IDG Books
Anja Thybo - IDG Denmark
Carmen Mangion - Infotainment World
Rob Ward - InfoWorld

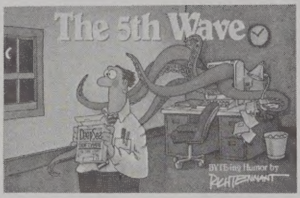
Off line

Win Your Own

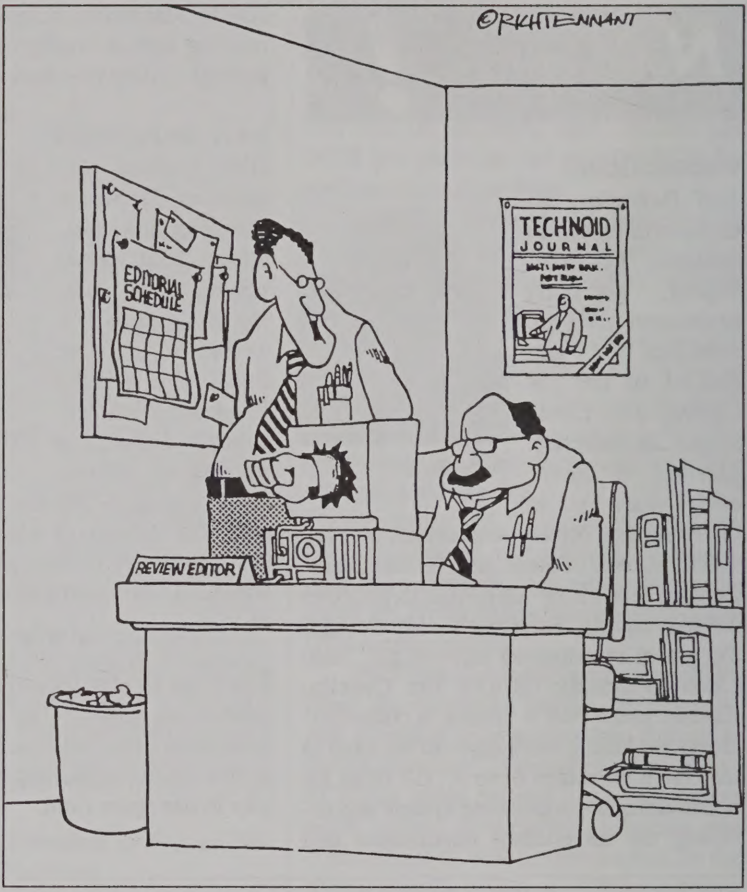


Off line T-Shirt

or



5th Wave cartoons



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, September 7. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

New employee program outlines publishing basics
- PAGE 4

Last call for entries in the 1994 Photo Calendar Contest
- PAGE 6

It's back! Put on your thinking caps for the IT Trivia Contest
- PAGE 8

IDG *World Update*

VOLUME 23, NUMBER 33 **AUGUST 16, 1993**

CW Client/Server Journal gets warm welcome

Readers and advertisers have responded so enthusiastically to the *Computerworld Client/Server Journal*, a tabloid quarterly mailed under separate cover to *CW* subscribers earlier this month, that the staff is already making plans to increase its frequency.

CLIENT/SERVER
JOURNAL

The publication focuses on the increasingly open and distributed nature of computing in the '90s, including such issues as system and network management, case studies of user companies, multivendor support issues, data security and applications development. In her editor's column, **Maryfran Johnson** told readers the *CW Client/Server Journal* would be a "reality-based, warts-and-all exploration of these new technologies at work in your businesses."

CW's recent readership surveys showed tremendous demand for more information about client/server issues. "The

- SEE PAGE 2

57,000 users meet Apple's Newton at MACWORLD

IDG World Update

Prospective *Macworld* subscribers sign up for six free issues — and a chance to win a free Newton PDA— as Subscription Manager Lori Hitchcock looks on.

If it's August in Boston, it must be another record-setting event for MACWORLD Expo. Close to 57,000 attendees viewed the Macintosh-related wares of 457 exhibitors at two exhibition sites in Boston during the August 3-6 show. Last year's tally weighed in at 52,000 attendees and 429 exhibitors.

Macworld magazine sponsored the show, which was managed by Mitch Hall Associates and produced by IDG World Expo.

Apple's personal digital assistant, the Newton, made its official debut the day before the show opened, and Apple's booth was crammed with people eager to see a demonstration. Macworld CEO **Jim Martin** introduced keynote speaker Ian Diery, executive vice president for Apple's personal computer division, and presented him with a rugby ball, signed by the *Macworld* senior management team, in honor of his recent promotion.

- SEE PAGE 2

Expo

- FROM PAGE 1

Apple also introduced its new multimedia computer during the show. According to Jeff Arcuri, vice president of marketing for Mitch Hall Associates, one of the highlights of the show was the multimedia keynote panel in which some of the most creative Mac multimedia pioneers discussed how they put their products together and what they're thinking about doing next.

In addition to the six-track, 26-course multimedia conference, MACWORLD Expo featured 14 other conference tracks that focused on such issues as design, entertainment and science/technology. At the MacResource Center, *Macworld* Contributing Editor Suzanne Stefanac moderated a new panel, the Macintosh Student Showcase, in which students described projects they had developed using information technology.

Macworld

(From left) Stephen Scherzer, *MacWelt*; Marjorie Baer, *Macworld*; Christine Wong, Macworld GPSC; and Andreas Borchert, *MacWelt*, were among the attendees at the Macworld Global Network dinner.

A new accounting pavilion was so successful it will become a permanent part of the MACWORLD Expo series in North America, Arcuri said. Two other special interest pavilions are under consideration for MACWORLD Expo/San Francisco in January: one with a networking theme and another in which small companies with either new products or those far along in the development process can rent 10' by 10' booths.

In another first, IDG World Expo and the Macworld Global Product Support Center hosted an International Hospitality Suite. "We're integrating our international support activities with the publications — this is the beginning of more collaborative ventures and expanded activities that will benefit all IDG clients" said **Jim Povec**, IDG World Expo's chief operating officer.

Macworld

(From left) Chip Carman, Macworld GPSC; Marianne Fajstrup, *Macworld Denmark*; Carman Liermann, *MacWelt*; Gary Rocchio, *Macworld*; and Guy Phillips, Macworld U.K., attend a party at IDG headquarters hosted by World Expo and the Macworld GPSC.

Kimberlee Luedee, director of marketing and communcations for the Macworld Global Product Support Center, and other support center staff facilitated client meetings with representatives of various international *Macworlds* at the suite. World Expo's **Susan Leary** arranged two hour-long seminars for U.S. companies interested in expositions or advertising opportunities in foreign markets. Geared to CEOs, international marketing managers, top exhibitor clients and other executives, the sessions offered a glimpse at the worldwide Mac market. About 30 executives attended each seminar.

In the first session, **Martin Beck** (IDG World Expo/Germany), **Setsouru Tamai** (IDG World Expo/Japan) and **Hakan Kaynaroglu** (IDG Turkey), and an Apple dealer in Hungary outlined the Mac market in their respective countries. The next day, Tamai and **David Ushijima**, president of Macworld Communications/Japan, teamed up with a representative of one of Japan's leading distributors for an in-depth look at Japan. A number of seminar attendees emerged either as exhibitors or highly motivated prospects for one or more of the MACWORLD Expos abroad.

The suite also served as a comfortable place for other IDG employees to relax and network. According to IMS President **Frank Cutitta**, "the International Hospitality Suite and the IDG Cafe at Comdex have been the two most productive investments in terms of stimulating business and giving a nice platform for our clients and colleagues to meet." The suite worked out so well it will be part of the 10th annual MACWORLD Expo/San Francisco next year.

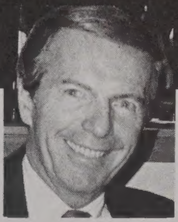
Client/Server

- FROM PAGE 1

ability to launch this product is a nice testimony to how we can work in a decentralized environment," said *CW* Editor-in-Chief **Bill Laberis**. "We knew it was important to the market, and we could act very quickly, without going through corporate committees and getting consensus. It supports the whole idea of a loosely held confederacy of publications that knows what's best for them."

The new publication will not affect how client/server issues are handled in *Computerworld*, Laberis said. "We almost can't write enough about client/server, so the *Journal* lets us look at the issue in more depth," he said. The next issue will appear during Comdex and will be in magazine format, which seems better suited for the feature orientation, Laberis added.

On line



ASK BILL

Q IDG has launched an executive search to find your replacement. What do they need to look for? What are the keys to being successful in your job?

A The search will focus on finding an individual who has a broad financial background with significant international exposure along with a good balance of experience in both the treasury and control functions. Experience in publicly held companies handling private placements, structuring deals, and handling acquisitions, mergers and divestitures would be highly desirable. Educational background would likely include a CPA and/or an MBA. Equally important will be the ability to operate in a highly decentralized environment where the candidate must influence and persuade operating management.

Q Does IDG's big preoccupation with China make sense? Will the company ever be able to get the money out?

A I wouldn't say we are preoccupied with China. We are simply establishing a foothold in the fastest growing economy on earth and one that is predicted to be one of the five largest economies in the world within 10 years. Our publishing operation in China has been successful beyond all expectations and has the highest profit margins in all of IDG. Although there are no restrictions on taking money out of China, we have elected to reinvest profits in China in order to launch a number of rapidly growing activities and establish IDG as the preeminent company providing information services on IT.

Q We all really want to know what you said at that lunch described in the *World Update* article (June 21) when you first joined the company and Walter Boyd told you to stay out of his business.

A I can't remember exactly what was said, but it was something along the lines of telling Walter I had been brought into the company to bring order out of chaos, and if that meant getting involved in *Computerworld*'s activities, so be it. The lunch ended on a friendly note, and obviously we found a way to work together for many years as well as develop a great deal of mutual respect for one another.

Q Do you think there's a danger of inflation returning in the U.S.?

A Inflation watchers in the U.S. place a good deal of reliance on the commodities futures index, which is an indicator of future demand for commodities. That index rose 8% during the last two months due, in part, to the floods in the Midwest and a sharp increase in gold prices. Final demand is what influences prices, and looking at global demand there is little to indicate we are in for a bout of renewed inflation. The U.S. is in a moderate recovery with productive capacity still well below that which would create inflationary pressures. Europe continues to be mired in recession, and the growth rates in the Far East are easing.

Although rising commodity futures prices may be a harbinger of increases in final demand, most economists believe that continued slow growth combined with productivity increases should keep inflation in the bottle for some time to come.

Q A recent newspaper feature discussing the return of Hong Kong to China in 1997 suggested that it may not be the seamless transition that many are anticipating. What's your take on the economic situation in post-1997 Hong Kong?

A China has increased its presence in Hong Kong over the last several years, and there is little doubt that its involvement will become more pervasive after 1997. Hong Kong has long been the commercial center of the Far East, and as such it provides the ideal outlet for goods being produced in China as well as providing a source of inexpensive labor for Hong Kong manufacturers. It is certainly in China's best interest to maintain the political and economic infrastructure; in fact, Hong Kong may well become the model for China in the 21st century.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

☐ **Gebhard Osterwalder IDG Switzerland** ☐ **Frank Cutitta IMS**

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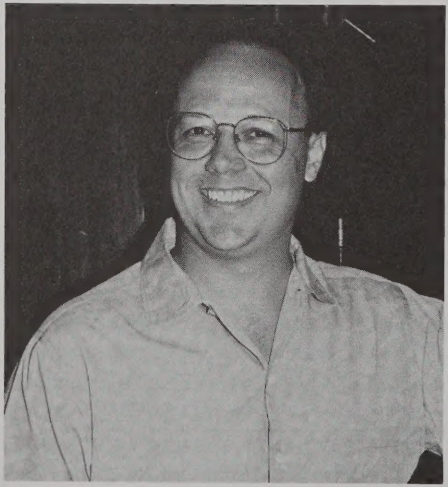
Program gives employees publishing overview

Session focuses on roles of editorial, circulation, sales, art and production

Like the blind men attempting to describe an elephant, most of us are likely to envision the publishing business through the narrow filter of our particular discipline.

Publishing? 'Why, it's breaking news stories,' claim the editors. 'It's getting IBM to buy 10 full-page color ads,' say the sales people. 'Publishing is identifying your target audience and making sure you reach them,' according to the folks in circulation. 'Creating a visually appealing layout that demands a reader's attention,' say the designers. 'It's creating a product — combining the editorial, art and ads into something readers can buy,' claims the production staff.

Enter the Publishing Process Overview or PPO. Designed to help IDG employees see the whole elephant, the PPO is a half-day session, sponsored by the East Coast Collaborative Training Program and open to all interested employees on a first-come, first-served basis. In-house experts provide an overview of the editorial, advertising sales/marketing, circulation and design/production functions and — equally important — an understanding of the interdependence of these discrete functions in the creation of a publication.


World Update photos

"Without a clearly defined editorial mission, your publication will fail," says *NW*'s John Gallant.

Some 50 Boston-area employees have attended the two PPOs held to date, and response to the program has been enthusiastic, according to East Coast Training Coordinator and organizer **Theo Guest.**

The most recent PPO, which was videotaped and will be available for worldwide distribution this fall, got under way last week with a presentation by *Network World* Editor-in-Chief **John Gallant**, who outlined the structure and function of the editorial department, its place in the overall business and the importance of maintaining editorial integrity through a strong "church/state separation," i.e. a clear distinction between editorial and ad sales.

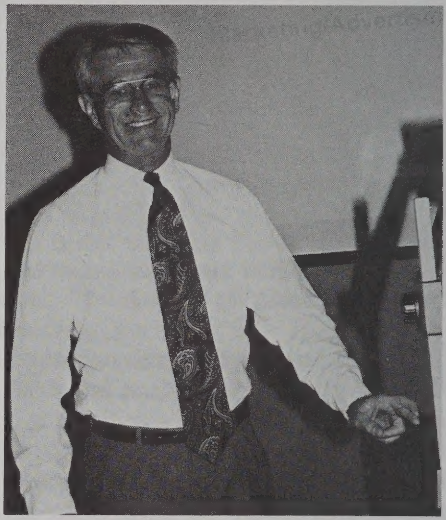
Describing today's publishing trend toward "narrow-casting" or defining smaller and smaller niche audiences, Gallant stressed the overriding importance of developing and adhering to a mission statement. "The mission defines your audience and what you're attempting to do for them," explained Gallant. "Without a clearly defined mission, your publication will fail."

According to Gallant, the editorial staff places a premium on:

- Journalistic integrity.
- Beating the competition.
- Uncovering key issues.
- Providing more valuable information than the "regular" press or competitors.
- Original reporting.
- Acting as an advocate for the reader.
- A close relationship with its "community."
- The best design and layout possible.

PROVIDING THE WHEREWITHAL

Next up was **John Corrigan**, *Computerworld* vice president/classified advertising, who explained the key role the marketing/advertising function plays in the success of a publication as well as the variety of tasks undertaken by employees in these areas.



"Advertising provides the economic resources for editorial to fulfill its mission," notes *CW*'s John Corrigan.

Noting that IDG is founded on a "fantastically strong commitment to editorial excellence," and underscoring the wisdom of a clear separation between editorial and advertising, Corrigan stressed the nonetheless critical contributions of the advertising and marketing departments.

"Marketing creates an environment conducive to the successful sale of advertising, while advertising provides the economic resources for editorial to fulfill its mission and the profit necessary to ensure ongoing operations," he said.

By conducting extensive market and reader research, the marketing department helps advertisers understand a publication's readership as well as identifies targets of opportunity for those advertisers, Corrigan noted.

Attendees also learned about two major types of advertising: ROP, or run of press, and classified. ROP ads run throughout the publication and are surrounded by editorial; classified ads are the recruitment, product and service ads that run grouped in the back of the book and represent a very profitable area for publishers.

Network World's Vice President, Circulation **Deborah Winders** explained the basics of circulation including:

- **Controlled vs. paid circulation and the advantages and disadvantages of each.** According to Winders, at a con-

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, August 16, 1993

*The IDG Job Opportunities listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

PROGRAM MANAGER / GRAPHICS & VIDEO (IDC)

The position requires the ability to conduct market research and analysis, establish rapport with clients, develop market forecasts and projections, communicate verbally and in writing, sell the benefits of the program internally and externally, and manage the business of the program. Program coverage includes PC video boards and add-in graphics, audio boards, desktop publishing, animation and presentation graphics & business multimedia. The ideal candidate will have seven years or more experience in the PC Graphics industry or research community.

ADVERTISING MANAGER - WEST COAST (IMI)

Senior Advertising Sales position with management opportunities for NeXTWORLD. Seeking experienced high-tech advertising sales person with proven track record. This position is responsible for all western states advertising sales and some European accounts. Will manage inside sales support personnel and assist in training. Will be responsible for managing growth of existing client base and development of PC Hardware vendors as NeXT moves into mainstream with it's NEXTSTEP for Intel shipments.

SALES REPRESENTATIVE (IDG BOOKS)

Sales representative to handle New England and partial Mid-Atlantic territory for IDG Books. Responsible for meeting monthly sales goals, account solicitation, management and customer service follow up to book retail, wholesale and software accounts in large geographic territory. Will also be responsible for weekly feedback, forecasting and editorial research at retail level for the territory. Ideal candidate will have a minimum of 5 years selling experience, with a minimum of 2 years computer book retail experience. Travel required, MAC experience a plus, familiarity with PC's a must. Broad knowledge of computer industry is necessary.

MANAGING EDITOR (INFOWORLD)

InfoWorld is looking for an experienced Managing Editor. This position will oversee InfoWorld's Editorial Production department and report to the Editorial Director. The qualified candidate will have 5 to 7 years of weekly or daily newspaper experience, at least 5 years of management experience, experience with electronic publishing systems and excellent problem-solving skills. The Managing Editor is responsible for overseeing the weekly production of InfoWorld, from enforcing deadlines of copy and art through final delivery of integrated electronic pages and art to the printer.

SALES REPRESENTATIVE (INFOWORLD)

The candidate will be responsible for prospecting and maintaining advertising space for InfoWorld's Demographic Editors. 3-5 years outside ad sales experience and knowledge of computer industry required.

PC SUPPORT SPECIALIST (INFOWORLD)

The PC Support Specialist is responsible for providing basic software and hardware support for InfoWorld's PC/LAN users. Responsibilities include acting as the contact for first line support for all software requests, working directly with the network administrator to solve complex networking issues The individual will be responsible for first line support for all hardware support which includes upgrading existing units and troubleshooting basic hardware problems. The candidate will work directly with the Technical Support Specialist. Qualifications would include 2 years hands-on PC end-user support. Must have in-depth knowledge of MS DOS, Macintosh, and must have excellent working knowledge of all software packages supported by the IS department. Publishing and Novell LAN experience a plus.

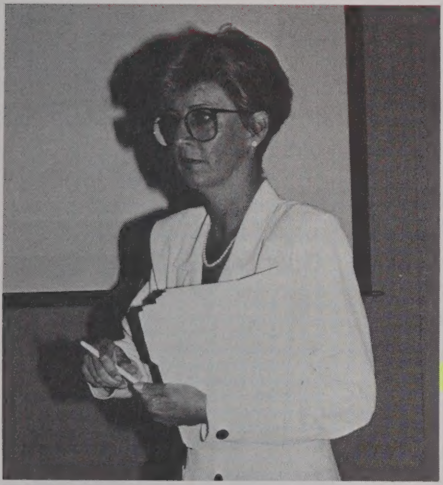
SENIOR ACCOUNT EXECUTIVE (IDC)

IDC is seeking a results-oriented individual who has demonstrated the skills needed to continually reach and exceed sales quotas. The successful candidate will identify then develop and present proposals to close new business. To qualify, the candidate must have at least five to ten years' experience in successful sales of intangible services to IS executives in major companies.

Job Opportunities

Revised: August 16, 1993

Division	Title	Publication/ Location	Contact Manager	Phonee
IDG	List Sales Representative	List Services, Framingham, MA	B. Thompson	(508)935-4531
IDG	AP Data Entry P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG	Bookkeeper P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG/NG	Sales Manager	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Info. Services Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Digital Exec. Prog. Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
NW	Sales Representative	Sunnyvale, CA	M. Cornetta	(508)935-4737
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	P. Desmond	(508)875-6400
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CWPI	Sales Director, West Coast	Burlingame, CA	L. Craven	(703)798-1113
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Sales Assistant	Irvine, CA	B. Murphy	(714)250-0164
CWPI	Regional Mgr - Recruit. Ad.	Rochelle Park, NJ	S. Perry	(508)820-8160
CWPI	Mng. Editor - Special Projects	Framingham, MA	S. Perry	(508)820-8160
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Market Research Associate	CW Database, Framingham, MA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (4)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
FCW	National Sales Manager	Falls Church, VA	B. Thompson	(508)935-4531
BCP	Publisher	Peterborough, NH	J. Detray	(603)924-0249
IDC	Consulting Sales Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Program Mgr,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Mountain View,CA/Texas	D. Bernardi	(508)935-4361
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	Vice President, Technology	San Mateo, CA	M. Belinsky	(415)286-2770
EMS	Executive Assistant	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Reviews and Testing Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Senior Editor - Enterprise	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Production Coordinator	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Irvine, CA	D. Vieraitis	(415)572-7341
IW	Sales Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Rochelle Park,NJ	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assitant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
IDG/B	Copy Editor (3)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (2)	Indianapolis, IN	D. Vieraitis	(415)572-7341
IDG/B	Sales Representative	New England/Mid Atlantic	M. Koloski	(415)312-0603
PCW	Sales Associate	*Multimedia World*, Boston, MA	I. Kane	(617)361-4246
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Technician	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Newsstand Manager	*PC World*, San Francisco, CA	D. Ball	(415)978-3305
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Account Representative	*PC World*, Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Director of Marketing	*Macworld*, San Francisco, CA	C. Crawford	(415)267-1757
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300



"A publication's competition — or lack thereof — often determines whether it will have a controlled or paid circulation," notes *NW*'s Deborah Winders.

trolled circulation publication, the publisher actually controls who and how many subscribers get the publication, thereby ensuring only the most qualified buyers of products and services receive it. Controlled publications often focus on very targeted, niche markets; are not usually available on newsstands; are advertising-driven; and are able to generate a great deal of information about their readers. Paid subscription publications, on the other hand, are sometimes preferred by advertisers who may view them as more valuable because readers are willing to pay for the publication; are often available on the newsstand; may have slightly broader audiences (since anyone willing to pay can receive the publication); and collect significant revenue from subscribers.

- **Circulation functions including direct response marketing, fulfillment, forecasting and budgets.** Because only 65%-80% of controlled subscribers, on average, renew their subscriptions each year (paid subscribers sometimes renew even lower), the circulation staff spends most of its time on the renewal process and in pursuit of new readers. Circulation audits, customer service, list rentals, distribution and ensuring compliance with postal regulations also consume a great deal of staff time.

- **Various uses of the circulation file, both revenue (subscription and ad space sales) and non-revenue generating.** The file can be used in a number of ways including promotion of ancillary products, direct mail list rentals, as a basis for readership studies, editorial surveys or focus groups and identifying market trends.

And finally *CIO*'s Art Director **Mary Marshall** and Production Director **Lori Sadewitz** offered an insight into the increasingly important area of publication design as well as the deadline-driven world of the production manager, whose job it is to pull the editorial, art, and ads together and get the publication printed.

A designer's primary responsibilities, explained Marshall, entail commissioning photography and illustrations to accompany editorial and combining that art with type on a page in an organized and enticing layout that will grab a reader's attention and distinguish a magazine from its competitors. Through a series of slides, Marshall helped readers see how a designer can transform a page of plain text into an attention-getting layout through the use of varied type and white space and the addition of illustrations, photographs and color.

"Great design works with great editorial to build loyal readers, creates an attractive vehicle for advertisers and ultimately, helps to sell more magazines," noted Marshall.

The designer's toolkit includes typography, photography, illustration, color and a little magic, according to *CIO*'s Mary Marshall.

"This is the part of the job where you learn to read upside down and backwards," says *CIO*'s Lori Sadewitz, displaying a printed signature.

Likening her job to putting together a jigsaw puzzle, Sadewitz explained that "production people tend to work backwards and upside down."

"Everything works backwards from the issue's mail date," said Sadewitz, explaining that the process begins with an imposition meeting at which representatives from editorial, art and advertising departments as well as the publisher and herself sit down to draw up a rough layout of the issue showing the placement of ads, editorial and artwork. "Often I act as a sort of mediator," Sadewitz explained, "helping to break the stalemates that can arise between the various departments who want to see a particular ad go here or a story run there."

The next PPO is scheduled for this fall. Employees interested in attending should contact Theo Guest at IDG Human Resources in Framingham. Those unable to attend may wish to request a copy of the videotape, which will be available in the fall.

While it is entirely possible you may leave the program still secretly convinced that the elephant's legs are most important, you'll at least have gained an appreciation for the trunk!

LAST CALL!!

IDG's 10th Annual International Photo Calendar Contest

Have you always wanted to see your work in print? Would you like to show off your talent ALL OVER THE WORLD? Enter your best photo in the 1994 IDG Photo Calendar Contest!

CONTEST RULES

✓ Submit up to two color or black-and-white glossy prints or 35mm slides.

✓ Entries MUST be clearly labeled with:

- your name
- business address
- telephone number
- photo title

Entries will be judged by a panel of IDG representatives who will choose the 12 outstanding photos for the 1994 Calendar.

PRIZE$

1st Prize	US $250.00
2nd Prize	US $100.00
3rd Prize	US $ 75.00
Honorable Mention (9)	US $ 50.00

HOW TO ENTER

Please send entries to:

IDG Photo Calendar Contest
c/o Kelly Lynch
IDG Human Resources
5 Speen Street, Framingham, MA 01701

1994

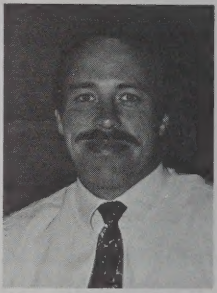
Please refer questions to:

Michelle LaJeunesse (508)935-4405 or Kelly Lynch (508)935-4416

Entries must be received by August 31, 1993.
Photos must be submitted as developed, no re-touching will be allowed.

Noteworthy!

PROMOTIONS


Glenn World Update

Junior Financial Analyst **George Glenn**, a six-year IDG employee, has been promoted to financial analyst. "George's recent accomplishments include implementing the new international reporting format, preparing the quarterly market share and trend analysis, and automating the three-year plan review process," said Susan Petrie, vice president of financial analysis and planning.

Moschella World Update

Also at IDG Finance, Administrative Assistant **Donna Moschella** has been named executive assistant. During her 10 months with the company, "Donna has been instrumental in developing new systems and procedures for organizing and tracking the large volumes of financial, market share and other data received by the department and provided a great deal of assistance with the FY94 budgeting process," Petrie said.

NEW EMPLOYEES

Marketing Support Manager **Amy Phoenix** is creating and coordinating a new array of *InfoWorld* sales tools that will allow the sales staff to pick and choose from a variety of presentation materials. She was previously a marketing coordinator for Ziff-Davis Magazine Networks. Amy has a BS in marketing from California Polytechnic University/San Luis Obispo and enjoys reading and cooking in her free time.

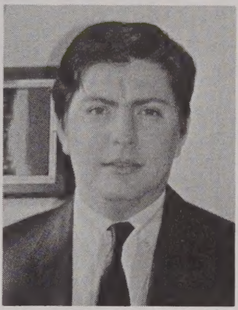
Chairman's achievers

Monica Claudia Sans
Administrative Assistant
IDG Argentina

Sans IDG Argentina

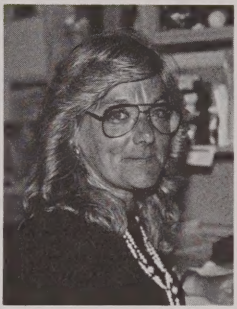
A key member of the IDG Argentina administrative support staff for the past three years, Monica Sans has been nominated as a Chairman's Achiever for her outstanding coordination of a multitude of tasks for the various departments of the 17-member staff at CW Communicaciones S.A. "Monica is a highly dependable performer, who handles her numerous tasks with great efficiency and always displays a willingness to undertake new responsibilities," noted General Manager Ruben Argento.

Jorge Garrido
Art Director
IDG Argentina


Garrido IDG Argentina

Jorge Garrido, a two-and-a-half-year veteran of IDG Argentina is responsible for the design and layout and desktop publishing of all of the company's publications, newsletters, white papers and catalogs. Although he has recently been joined by an assistant, he has until now, handled these responsibilities alone. In addition, Jorge acts as the group's systems analyst, handling software and hardware support for the IDG Argentina team. "Jorge provides support for the editorial, advertising and management groups at IDG Argentina. He is deserving of recognition for his creative, dependable attitude and eagerness to take on new projects," according to Ruben Argento, general manager.

Fran Fox
Director of Manufacturing
Infotainment World


Fox World Update

"During the past year, Fran Fox has made a tremendous contribution to the company," according to Infotainment World President Pat Ferrell. Fran has been directly responsible for saving more than $550,000 through her negotiating finesse, competitive bidding on print and paper and investigation and enactment of more efficient distribution procedures, noted Ferrell.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Eduardo Ostan - IDG Brazil

TEN YEARS
Ernest Chamberlain - Computerworld
Mary Fanning - Network World
Carolyn Novack - Computerworld

NINE YEARS
Barbara Lewis - PC World
Joseph Kerwin - InfoWorld

EIGHT YEARS
Patricia Sanclemente - IDG
Susan Miller - Federal Computer Week
Hans Weber - IDG Germany

SEVEN YEARS
Bonnie O'Connor - IDG World Expo
Judd Aschenbrand - IDG

SIX YEARS
Debra Goldfarb-Norton - IDC
Terri Schafer - Computerworld
Sandra Kupiec - Network World

FIVE YEARS
Michael Cleary - IDC Australia
Christopher Connery - Computerworld

FOUR YEARS
Heinrich Vaske - IDG Germany
Magnus Wallen - IDG Sweden

THREE YEARS
Mustafa Arslantunali - IDG Turkey
Shirley Huffman - IDG
Jane Kratochvil - PC World
Robert Gadefelt - IDG Sweden
Lana Olson - IDG Books
Jeremy Judson - IDG Books
Sébastien Texier - IDG France

TWO YEARS
Simon Salamon - LINK Resources
Roberta Cruse - Network World
Colin Ungaro - Network World
David Ball - PC World
Yutaka Shinmi - Macworld Japan
Susan Schneefuß - IDG Germany
Elisabeth Johansson - IDG Sweden
Norio Ojima - IDG World Expo Japan

ONE YEAR
Denise Garcia - Integrated Media
Debbie Chang - IDG Taiwan
Gitte Pehrsson - IDG Denmark
John Sauer - Infotainment World
Cathy Theroux - Infotainment World
Douglas Van Kirk - InfoWorld

ITrivia ? ? ?

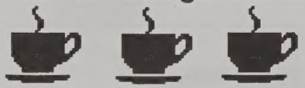
Win coffee and doughnuts (or cafe au lait and croissants or tea and crumpets) for your department or work group!

Simply answer these eight questions (collaboration is encouraged!) and mail or fax them to World Update at 41 West St., Boston, MA 02111; fax: 617-423-0712. Be sure to include everyone's name on your entry.

World Update will buy breakfast for the first three groups whose entries are selected in a random drawing of all correct entries received.

Send your answers by Tuesday, September 14. The correct answers and the three winning groups will be announced in the September 20 issue of World Update.

Have fun and good luck!



Thanks to the Computer Museum in Boston for its permission to reprint these questions culled from its annual Computer Bowl competition presented by the Association for Computing Machinery.

What's your IT IQ?

1. In the past, the Chinese used the abacus to do their national census. They stopped using it and replaced it with a computer. When did the Chinese drop the abacus in favor of computers — was it 1972, 1977 or 1982?

2. In the mid-1970s, one of the first real personal computers was introduced. The computer was named after a destination visited by the star ship *Enterprise* on the program *Star Trek*. What was the name of that destination and that computer? Was it IMSAI, SOL, Altair 8800 or Apple Two?

3. In August 1981 a major new personal computer was introduced. What was the computer?

4. *InfoWorld* columnist Robert X. Cringley wrote a book entitled *Accidental Empires*. There is a lengthy subtitle to the book which begins: "How the Boys of Silicon Valley Make Their Millions, Battle Foreign Competition, and...". Can you complete the rest of the title? You'll need five more words.

5. According to the *Computer Industry Almanac*, as of 1990, California had the most computer companies in the U.S., with over 38% of the total. Massachusetts is No. 2. Within plus or minus 5%, what is Massachusetts' share of the nation's computer companies?

6. Comdex has become one of the dominant trade shows in the computer industry. In what year was the first Comdex held? Was is 1978, 1980 or 1982?

7. During the development of computers in the 1930s and 1940s, what was *not* used for storing computer data: old movie film, aluminum tape or snake scales?

8. According to a 1990 article in *Computer Reseller News*, then-Apple CEO John Sculley was the highest paid executive in the computer industry. Was he paid $1.5 million, $2 million or $2.5 million?

IDG *World Update*

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David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
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BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Latin American units test Spanish version of News Service

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On line: IDG HR VP Martha Stephens fields your questions

- PAGE 3

Update on IDG's training partner ExecuTrain

- PAGE 4

IDG World Update

VOLUME 23, NUMBER 34

AUGUST 23, 1993

IDG Australia gears up for roll out of *Mobile Business*

YDRANT
SE REEL
Mobile
BUSINESS
IDG
MMUNICAT

Macworld Communications

(From left) Joanne Davies and Christine Gould of IDG Australia join Robert Wells and Jim Martin at the *Mobile Business* breakfast last month.

Mobile Business is on the move at IDG Australia. Approximately 60 key clients attended a pre-launch breakfast last month for the new publication, which is slated for a September launch and aims to capture a large share of the advertising dollars of the estimated $900 billion worldwide telecommunications market.

Macworld Communications President **Jim Martin**, in Sydney for IDG Australia's 15th anniversary celebration, gave a general presentation about the global growth potential of mobile products and services. Citing IDC projections, Martin said the notebook computer segment continues to be the highest growth category of the overall worldwide PC market.

Australia has the world's highest per capita use of mobile/cellular phones, according to *Australian Macworld* Publisher **Robert Wells**, whose division will handle

- SEE PAGE 5

PCW launches test of PCs for space travel

The PC World Test Center and the National Aeronautic and Space Administration (NASA) collaborated for the first time earlier this month on a testing venture to determine the effects of zero-gravity on the ability to use PCs in flight. NASA will use the results of the specially designed tests to evaluate and recommend various models of PCs for future use in space.

The *PC World*/NASA affiliation came about after NASA asked a contractor, the Lockheed Engineering and Science Company, to measure the performance of internal and external PC "pointing devices" in zero-gravity. The equipment was slated to be used on a space shuttle flight in November, and there was little time to develop the testing methodology from scratch. One of the Lockheed employees read in the July issue of *PC World* that the test center had conducted PC usability tests on board a simulated airplane flight, and he called to find out how to adapt the process to the NASA project.

Test Center Director **Greg Smith** and two staff members, **Tom Grubb** and **Dean Andrews**, flew to the Lyndon B. Johnson Space Center in Houston to show Lockheed how they had conducted the tests. *PCW*'s

- SEE PAGE 5

In brief

IDG Books titles sell out at MACWORLD

Close to 900 IDG Books titles — a record number of show sales — passed into the hands of eager buyers at MACWORLD Expo/Boston earlier this month, with *The Macworld Photoshop 2.5 Bible* the clear bestseller.

Quantum, one of IDG Books' largest East Coast resellers, sold out of all new IDG Books titles before the end of the first day and had to borrow from IDG Books' book signing supply until another air freight shipment could arrive.

The book signings for the three new Mac titles were very popular, with some people waiting in line up to two hours to meet the authors and have their free copies autographed.

IDG Books

Author Deke McClelland, also a *PC World* and *Macworld* contributor, stands with a Quantum Books salesperson who really used her head to promote *The Macworld Photoshop 2.5 Bible*.

Latin American offices sample Spanish-language translation of IDG News Service

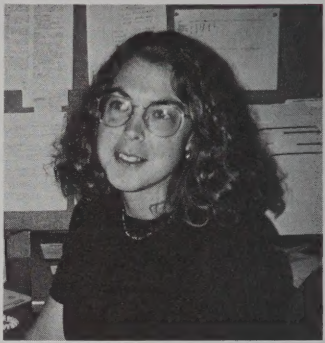
IDG offices in Latin America are currently testing a Spanish-language translation of the IDG News Service that leverages company resources to greatly enhance the editorial resources available to these publications.

The idea for this venture originated at the recent Latin American Managers meeting in Miami. Because of the time and expense involved in downloading and translating the daily wire, many offices were simply ignoring this gold mine of timely information and awaiting the arrival, by mail, of U.S. sister publications. Selected articles could then be translated by staff at each location — a process that might result in a single story being translated into Spanish seven or eight times.

Noting that his staff was already translating much of the News Service for its own use, IDG Mexico General Manager **Henry Morales** volunteered to make those translations available to other offices.

Each Monday, approximately 50 news stories — culled from the preceding week's wire and translated into Spanish — arrive via E-mail at the IDG News Service office in Boston. Editorial Assistant **Rebecca Sykes** downloads the copy onto disks that are sent by overnight mail to IDG's offices in Venezuela, Colombia, Peru, Ecuador, Argentina, Chile and Panama.

Currently, these offices receive the disks at no charge. "We plan to continue this program on an experimental basis through the end of the fiscal year," noted International News Group President **David Hill.** "At that point, we will solicit input from the managers and determine whether they feel it is valuable enough to pay to cover the costs of administering the program."



World Update

Editorial Assistant Rebecca Sykes is responsible for distributing the weekly Spanish translation of the News Service.

In the future, the translated copy may also be made available on line as part of the News Service, Hill noted.

"Our ultimate goal is to make the News Service available to everyone in real time," noted News Service Director **Rob Garretson,** "but this is a useful interim step."

IDG outsourcing newsletter wins award for excellence

The Integrator, IDG's monthly outsourcing newsletter published by the International News Group, has won an APEX award for publication excellence for the second consecutive year. This year, *The Integrator* was one of 10 newsletters honored in the subscription category, while in 1992, the publication was selected as one of the best new newsletters.

Managing Editor **Sharon Baker** handles desktop publishing and collaborates with New Jersey-based Editor Susan Scrupski. The newsletter covers the systems integration and outsourcing market.

The 1993 APEX Awards were sponsored by the editors of Communications Concepts, Inc., publisher of *Communications Manager*, a newsletter for publication managers and staff, and *Writing Concepts*, a newsletter for professional nonfiction writers and editors.

More than 3,700 entries competed for honors in 11 major categories and 77 subcategories.

Correction

The Aug. 2 *IDG World Update* story about the wedding cake shaped like a computer incorrectly identified the author of the tribute in *CW Czechoslovakia*. **Jana Pelikánová**, deputy editor-in-chief, wrote the original article.

On line

ASK MARTHA

IDG's vice president of Human Resources, ***Martha Stephens****, takes a turn as guest columnist this week.*

Q What are your major areas of responsibility?

A We in IDG Human Resources focus on two key areas: enhancing performance and enriching work life. My colleagues in HR and I work to continually improve the quality of individual, team and company performance. Our contribution is to assist in hiring quality talent; develop skills, abilities and knowledge through training, counseling and development plans; create processes/systems that make work easier; enhance communication and information flow; design incentive plans and reward and recognition programs to bring forth top performance, etc.

Q What are your major initiatives for FY94?

A Education programs are high on my customers' lists. Executive education programs will continue this year with expansion to the Asia/Pacific managers. Last year, I conducted a Senior Executive Forum for U.S. presidents in Massachusetts and European country managers in Munich. I will be managing the Sales and Publishing Education Programs for IDG, as well.

We also plan to redesign the IDG Employee Survey to make sure it measures what employees truly value. Tom Mathews will be spearheading this international project. We will work with country managers, U.S. managers, and employee focus groups to customize the surveys to particular countries. Any volunteers?

We will also be introducing "Your Choice" benefits in January, a result of task force recommendations. We have been working toward a more flexible benefit plan and this will be a further extension of it. Susan Rogers will be in charge of this project, which will allow health maintenance organization (HMO)-type fees/service arrangements for non-HMO participants in the U.S.

We are looking at some MultiNational Insurance Pooling arrangements that could save money for the international offices while offering the same or better insurance benefits where allowed by law. A "transparent umbrella" would cover regions, such as Europe or Asia, but service agreements would be country-specific. Risk management principles would be employed, spreading risk resulting in lowering the cost to local units. Of course, participation would be voluntary.

Q How many employees are on the West Coast vs. the East Coast?

A Of IDG's 1,700 U.S. employees, 44% work in Massachusetts and 36% work in California. Internationally, Germany employs more than 200 workers among several operating units, France has more than 100, Sweden just under 100. Most other countries employ between 30 and 50 people.

Q How do IDG's benefits compare to those of other IT publishing companies?

A Looking at the total benefits package in the U.S., IDG is on the high end compared to our major competitors. We know this because we conduct surveys with the High Tech Publishing Consortium, a group I initiated four years ago so we would have accurate data on salary and benefit plans. We also conduct similar surveys with research and expositions companies.

IDG exceeds our competitors' programs in the areas of health, life and disability plans, employee training, and matching gifts. The day after we introduced spousal equivalent coverage, our HR contacts at Ziff and CMP were on the line to us.

IDG is among a small minority of companies across industries that provides health insurance at no cost to an employee for his or her coverage. Employees do pay for a small portion of the cost of dependent coverage — less than 20% of the total cost, but here again, we are very competitive. The range of 20% to 50% is more common.

Our medical deductibles ($200/single and $400/family) and out-of-pocket maximums ($700/single and $1,400/family, including the deductible) are low compared to most plans. It is not at all uncommon for medical deductibles in the $350 to $500 range for singles and $750 to $1,000 for families. Out-of-pocket maximums are common in the $3,000 range for families. The out-of-pocket maximum is the most you would pay if you had major health bills. There is a sense of security in that if you needed extensive medical care and hospitalization costing tens of thousands of dollars, the most you would pay is $700. IDG's contribution for health coverage alone exceeds $3 million annually.

In the financial and retirement benefit arena, we continue to be very competitive. These programs include ESOP, 401 (k), the Dependent Reimbursement Program and the newly implemented Medical Flexible Spending Account. IDG pays all administration costs — over $100,000 annually. ESOP contributions have been in the multiple millions each year.

Our paid time-off benefits include vacation time, sick days, short- and long-term disability programs. These are in an acceptable range compared with those same benefits offered by our competitors. For strategic business and competitive reasons, IDG has chosen not to be a leader in the "time off with pay" category. We will continue to lead in the other categories mentioned above.

ExecuTrain ad campaign targets productivity

Average user exploits only about 20% of system's capabilities

Despite the money that companies have expended on computer technology over the past decade, productivity in American business has risen less than 2% during the same 10-year period, according to a 1992 Andersen Consulting report. Key to this poor return on investment is typical computer users' ability to tap into only a fraction of their systems' capabilities.

Enter IDG's Atlanta-based training partner, ExecuTrain, and its ad campaign aimed squarely at the bottom lines of computer-using companies across America and around the world. "Upgrade Your People" is the message, and it's being hammered home in a number of publications including *PC World* and *InfoWorld* as well as over the airwaves on CNN and its Headline News and in a host of radio stations and newspapers across the country.

MORE THAN 4,000 CALLS

By stressing the productivity payoff of its high-quality training programs — research has found that ExecuTrain's one-day programs can upgrade productivity by as much as 30% — the company is looking to attract business users who have made the technology investment but not reaped the anticipated productivity gains. And apparently people are listening. "We've had more than 4,000 calls since the campaign launched in January," noted Susan Segars, ExecuTrain's director of marketing.

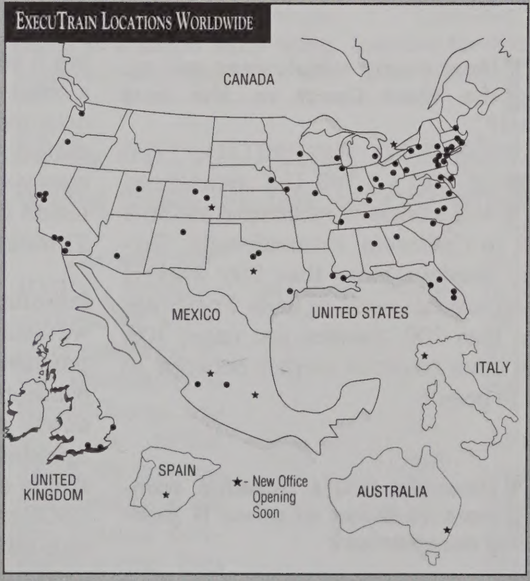
The marketing tactics behind the advertising campaign stem from industry and internal ExecuTrain research that describe the IT and IT training decision-making process, Segars explained. According to this research, the decision-making process regarding training involves a group of people — rather than a single individual — within a company. "Since everyone from end users to company presidents (depending on company size) have influence or decision-making roles, our advertising needed to reach a broad constituency," said Segars.

"The result is an advertising campaign that targets primarily higher level

-SEE PAGE 5

Nine years old and going strong

ExecuTrain was established in 1984 by four University of Georgia alumni. Operations were established in Atlanta, and in 1986, the company began its franchising operation. In the spring of 1990, IDG obtained a minority position in ExecuTrain, investing $2.5 million and spurring the company's international expansion. In May 1991, *Inc. Magazine* named ExecuTrain one of the top 500 fastest-growing, privately held companies in the U.S. Today, ExecuTrain is the country's largest training company with more than 80 franchise locations in the U.S., the U.K. and Mexico. Offices in Italy, Spain, Australia and Canada will be opening soon. ExecuTrain is an Authorized Trainer for Lotus, Microsoft, WordPerfect, Microrim, Borland International, Enable Software and DataEase and currently offers more than 225 classes. ExecuTrain employs over 800 people, 500 of whom are trainers. Trainers are certified at corporate headquarters to ensure consistent delivery of the company's programs. The company currently trains more than 500,000 people each year, with sales expected to reach $70 million in fiscal 1993.


EXECUTRAIN LOCATIONS WORLDWIDE

Wanted: New franchise locations

ExecuTrain is aggressively expanding its network of franchise operations around the world. To date, some 25% of its new locations have been generated by referrals. To encourage employees to continue these referrals, ExecuTrain has set up a franchise referral program.

The program is open to all IDG employees. If a lead results in an office being launched, the employee will win a trip for two, including airfare and hotel accommodations for four days and three nights. ExecuTrain is particularly interested in locating franchise operations in Germany, France, Japan, the Netherlands, Sweden and throughout Southeast Asia.

For more information on the franchise referral program, contact franchise referral representative Dawn Harbuck at 404-396-9200, fax: 404-698-9180.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, August 23, 1993

*The IDG Job Opportunities listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

SALES ASSISTANT - WEST COAST (IDG MARKETING SERVICES DIVISION)

The candidate would be responsible for tracking, typing and editing call reports as well as disseminating the information over the e-mail system. This individual will audit billing and market database information. This position will require general clerical duties as well as working on special projects as needed.

U.S. CORRESPONDENT - WEST COAST (IDG NEWS GROUP)

This correspondent will cover the U.S. Computer and Communications markets for IDG's International News wire. A wide range of responsibilities will include covering breaking stories for the daily wire and working with IDG News Service correspondents worldwide to develop in-depth coverage with a uniquely global perspective. Frequent travel to trade shows and press conferences is required. The ideal candidate will have a good command of the AP-style news writing as well as the journalistic range to produce WSJ-quality analytical features. Must be self-motivated and capable of working productively in the relative isolation of a remote bureau. This individual should be a technology generalist who is comfortable covering the entire IT spectrum.

CONFERENCE ADMINISTRATOR (WORLD EXPO)

World Expo Corporation is seeking an individual with 2-3 years conference planning experience, Object Technology a plus. The individual will be responsible for total conference coordination activities, including agenda administration, speaker correspondence, reimbursement procedures, food, lodging, program analysis/evaluation and conference materials.

RESEARCH ANALYST, INTERNATIONAL (IDC)

Responsibilities include building and maintaining weekly, quarterly, and annual databases in PC DBMS and spreadsheet programs, writing analyses of data and establishing contacts with IDC international offices and worldwide technology programs based in the United States. Requires a background in data analysis and/or the computer industry. The individual will possess strong PC and writing skills. Graduate work is a plus,

ASSOCIATE ANALYST, PC PRICING (IDC)

This position will support inquiry data collection and manage numerous short-term consulting projects. Candidates must possess excellent communication and organizational skills. A minimum of two years, relevant industry experience required.

DISTRICT MANAGER WEST COAST (CW)

The individual will be responsible for selling and servicing major accounts in Northern California and Northwestern territories. Candidate should have 5 years advertising/sales experience at the senior level. Excellent written and verbal communication skills are necessary. Individual should have above average presentation skills, high energy and be a seasoned and polished professional.

ASSISTANT RESEARCHER (CW)

The candidate will develop a system for organizing and providing staff access to in-house and on-line information resources. The individual will also up-date various research sources and work with the staff to provide information relevant to their needs. Experience with library or research projects in journalism and computer industry as well as experience with on-line services and database technology is necessary. Strong organizational and communication skills plus a 4 year college degree required.

PCW FACT CHECKER (PC WORLD)

The person in this position is responsible for ensuring the accuracy of all non-technical editorial material published in PC World. This includes verifying by phone and fax all product and company names, phone and fax numbers, prices, names and titles of individuals referenced or quoted, specific statements of fact, and any other information requested by the editor. Fact checker also compiles late list prices for system reviews and monthly Products Featured in Editorial page.

MANAGING EDITOR (PC WORLD)

PC WORLD is looking for a Managing Editor to supervise the progress of articles through editorial, copy editing, and art to the final delivery of high quality editorial material to production. Responsibilities include tracking the progress of all articles, enforcing deadlines, supervising editorial staff with respect to deadlines and participating in issue and article planning. Seven or more years in publishing, including at least one as section manager and at least two as managing editor is required. Strong language, communications, and problem-solving skills are necessary. Familiarity with PC's and knowledge of Quark-based publishing systems a plus.

SALES ASSOCIATE (INFOTAINMENT WORLD)

The candidate will be responsible for customer service, database management, mass mailings and general administrative functions in servicing advertisers. Macintosh proficiency (Microsoft and Excel) required. Strong communication, organizational and time management skills are essential.

Job Opportunities

Revised: August 23, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG	Bookkeeper P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	List Sales Representative	List Services, Framingham, MA	B. Thompson	(508)935-4531
IDG	AP Data Entry P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	Payroll Administrator	Framingham, MA	B. Thompson	(508)935-4531
IDG/NG	US Correspondent	IDG News Group,San Francisco,CA	M. Cornetta	(508)935-4734
IDG/NG	Sales Manager	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Conference Administrator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Info. Services Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Digital Exec. Prog. Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	L. Connolly	(508)935-4791
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Assoc.Analyst,PC Pricing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Mountain View, CA/Texas	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CWPI	Assistant Researcher	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Sales Director, West Coast	Burlingame, CA	L. Craven	(703)798-1113
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Regional Mgr - Recruit. Ad.	Rochelle Park, NJ	S. Perry	(508)820-8160
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Market Research Associate	CW Database, Framingham, MA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (4)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
BCP	Publisher	Peterborough, NH	J. Detray	(603)924-0249
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	Vice President, Technology	San Mateo, CA	M. Belinsky	(415)286-2770
IW	Managing Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Rochelle Park,NJ	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Senior Editor - Enterprise	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Production Coordinator	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assitant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
PCW	PCW Fact Checker	*PC World*, San Francisco, CA	A. Kandra	(415)267-1750
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Sales Associate	*Multimedia World*, Boston, MA	I. Kane	(617)361-4246
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Technician	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Account Representative	*PC World*, Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Circulation Director	Integrated Media, San Francisco, CA	D. Garcia	(415)267-1722
IFTW	Sales Associate	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

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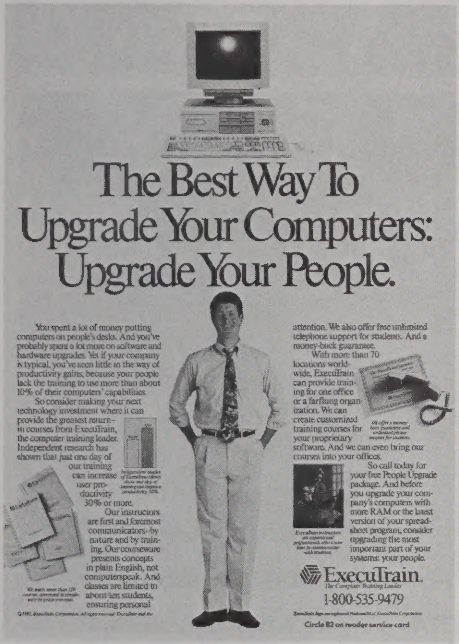


The Best Way To Upgrade Your Computers: Upgrade Your People.

You spent a lot of money putting computers on people's desks. And you've probably spent a lot more on software and hardware upgrades. Yet if your company is typical, you've seen little in the way of productivity gains, because your people lack the training to use more than about 10% of their computers' capabilities.

So consider making your next technology investment where it can provide the greatest return–in courses from ExecuTrain, the computer training leader. Independent research has shown that just one day of our training can increase user productivity 30% or more.

Our instructors are first and foremost communicators–by nature and by training. Our courseware presents concepts in plain English, not computerspeak. And classes are limited to about ten students, ensuring personal attention. We also offer free unlimited telephone support for students. And a money-back guarantee.

With more than 70 locations worldwide, ExecuTrain can provide training for one office or a farflung organization. We can create customized training courses for your proprietary software. And we can even bring our courses into your offices.

So call today for your free People Upgrade package. And before you upgrade your company's computers with more RAM or the latest version of your spreadsheet program, consider upgrading the most important part of your systems: your people.

ExecuTrain.
The Computer Training Leader
1-800-535-9479

Circle 82 on reader service card

executives, due to their influence and approval role, but that also demonstrates empathy with the MIS manager, who is frustrated with support calls, and end users, who may feel that they can only use their computer to type."

Launches

- FROM PAGE 1

customized software — adapted slightly to meet NASA's specifications, was used by NASA personnel on board a specially equipped airplane that NASA uses to test computer and electronic equipment for space travel. Users tested an IBM Thinkpad Notebook with an internal pointing device and a second Thinkpad with a Microsoft clip-on mouse. *PCW* personnel have been retained as consultants until Lockheed finishes analyzing the data.

"The test went fabulously well," Smith said. "It was a great opportunity to work in an area of high technology that we don't touch on here. The methodology we've developed is robust enough that we can take what we did for our readers and do a direct port to have it used in the space program. It's endorsing the quality and appropriateness of what we do here at *PCW*."

Corporate staff honored for five years of service

IDG

At the recent IDG corporate picnic, five-year employees received plaques commemorating their years of service. From left: Eve Lieberman (IS Dept.) Cathy Thacker (Credit), Mary Cornetta (HR), Laura Sears (Accounting), Michelle LaJeunesse (HR), Susan Petrie (Finance), Judy Callahan (Credit) and Kevin Burns (IS).

Mobile

- FROM PAGE 1

the new project, did a wrap soliciting the advertising support. The concept was so well received that clients were signing up for ad space on their way out the door.

Debuting initially as an annual, *Mobile Business* is intended as a buying guide to the tools that enable business people to take their work with them on the road. It is designed to reach beyond standard IT publications by discussing non-computer products such as mobile phones and lifestyle issues that are now being drawn into and affected by the world of digital communications.

Mobile
BUSINESS
The magazine for mobile executives

DEFINING A MARKET

"By spreading the net, we hope to introduce people who are now only using mobile phones and looking for product knowledge in that field to get more information about the wider possibilities of computer usage," Wells said. "Fundamentally, we're trying to define a new area of IT while it's hot. Most PC vendors simply think they are adding smaller models to their existing range, and don't know they are in the mobile computing business until we define it for them. That's our role, telling them what business they are in, who their customers are, and what they want."

With no direct competitors in this market, *Mobile Business* represents another IDG first in Australia. "Indications are that it is a little too early in this market, but we feel it is better to lead than to follow," Wells said. The staff hopes to increase the frequency to bi-annual if not quarterly; and a local Mobile Business Expo may be spun out as early as next year.

Thanks to ***Robert Wells****, publisher of* Australian Macworld, *for his contributions to this article.*

Calendar

Unix Expo
September 14-16
Oslo, Norway

Object World/Sydney
September 14-17
Sydney, Australia

Asia/Pacific Managers Meeting
Hong Kong
September 15-16

IDG Board Meeting
September 17
Hong Kong

European Managers Meeting
September 20-21
Zurich, Switzerland

Object World/Frankfurt
September 20-21
Frankfurt, Germany

MACWORLD Expo/Toronto
September 20-22
Metro Toronto Convention Center
Toronto, Canada

MACWORLD Expo/Mexico City
September 21-23
Ma. Isabel Sheraton Hotel
Mexico City, Mexico

European IT Forum
September 22-24
Venice, Italy

ComNet/Korea
September 22-25
Korea Exhibition Center (KOEX)
Seoul, Korea

IDC Conference
Business Process Redesign '93
September 28
Zurich, Switzerland

IDG West puts heart and sole into San Francisco AIDS Walk

IDG Books

***Macworld*'s Shelly Ginenthal coordinated IDG's West Coast team, assisted by the following business unit captains: Jim Martin (*Macworld* editorial), Melissa Riofrio (*PCW*), Rob Rubright (IDG Books), Becky Freed and Peter Holm (*InfoWorld*), David Zink (IMI) and Tiffany Wallace (Infotainment World).**

About 60 IDG West Coast employees from seven business units participated in the San Francisco AIDS Walk last month, raising $12,700 from their colleagues, family and friends—$4,700 more than last year's pledges.

The 10-kilometer walk through raised a total of $2.6 million for Bay Area AIDS service and education organizations. IDG's team, participating for the fourth consecutive year, was among 17,000 walkers.

IDG President **Walter Boyd** donated a free round-trip airline ticket to anywhere in the continental U.S. to the employee who raised the most money. Other prizes included a night at a bed and breakfast inn and dinner for two. IDG West's busiest fundraisers were **Kent Tayenaka**, *Macworld*, who raised $1,675 and designed this year's IDG T-shirts; **Maria Chico**, *PC World* ($1,600); **Nadia Maudsley**, *PC World* ($1,310); **Lawrence Manuel**, IMI ($1,055); **Lonnie Forbes**, *Network World* ($710); and **Peter Holm**, *InfoWorld* ($575). *PC World* was the business unit that raised the most money.

After completing the walk, the team enjoyed a well-deserved sit-down and IDG-sponsored barbecue lunch and listened to a free concert.

Becky Freed of InfoWorld *contributed this piece.*

Address change

On September 1, Oy Talentum Ab, IDG's publishing partner in Finland, will be moving its administrative staff to the same location as the publishing staff. General Manager Harri Roschier will be at the same address as Ulla Takala, director of data publications.

Mail address:
Oy Talentum Ab
P.O. Box 920
FIN 00101 Helsinki
Finland

Street address:
Ratavartijankatu 2
FIN 00520 Helsinki
Finland

Noteworthy !

PROMOTIONS

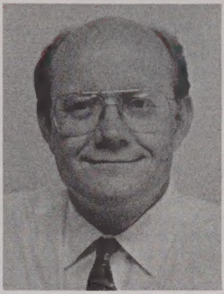
Grome

World Update

Allen Grome, mailing supervisor at IDG Headquarters, has been named operations coordinator. He has been with IDG since January 1992 and has worked with Operations Manager Donald Young to provide ongoing facilities support in addition to his mail responsibilities. "Allen has improved our relationship with the many outside service vendors we use and has been primarily responsible for our overall rate savings with Federal Express and DSN/Choice couriers," Young said.

■ ■ ■

Mike Rogers, director of national accounts at MSD's Connecticut office, has been named vice president/national accounts. "Mike has distinguished himself in the last year by his tireless efforts on behalf of his clients," said MSD President Kelly Conlin, calling the appointment "a well-deserved promotion for a true professional who we feel very fortunate to have on our team."


Rogers

World Update

At MSD's San Francisco office, **Laurie Morgan**, previously national account analyst, has been promoted to director of sales operations. "Laurie first joined MSD a year ago, and she has done an exceptional job in the last six months of developing the systems strategy needed to support an ever-increasing volume of IDG's business," said Conlin. As part of her new responsibilities, Laurie will continue to upgrade MSD's systems capability and ensure that adequate tracking systems and accurate contracts and invoices are in place.

Also in California, Vice President/National Accounts **Peter Horan** will take on additional responsibilities as MSD's regional manager for the West Coast; the local directors of national accounts will report to him. Val Landi, MSD's executive vice president, will continue to manage MSD's overall sales efforts.

Horan

World Update

TRANSFERS

Four-year employee **Bill Peck**, formerly associate advertising director for *Macworld*, has moved over to *InfoWorld* to help establish an Apple-oriented demographic edition, slated for an Oct. 11 debut. He's working on the sales side to support Apple's entry into the mixed workgroup/dual platform environment.

■ ■ ■

Fredric Paul, previously senior editor at *Network World*, has signed on as features editor for Infotainment World's *Electronic Entertainment*, which will debut in December.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Louise Myerow - IDG World Expo

TEN YEARS
Frances Benedict - IDG

NINE YEARS
Charles Babcock - Computerworld
Kaye Sharbrough - Computerworld
Judy Sutter - PC World

EIGHT YEARS
Karlyn Gale - IDC
Janell Brown - InfoWorld

SEVEN YEARS
Frank Genovese - CIO
David Hill - International News Group
Kimberly Schuberthan - CWDD
Greg Boren - InfoWorld

SIX YEARS
Susan Champeny - Network World

FIVE YEARS
David Card - IDC
Phyllis Borden - IDC
Doreen Ferguson - IDG
Annette Osnos - Macworld

FOUR YEARS
William Strapko - IDC
Peter Gremlin - IDG Sweden
Hans Löfgren - IDG Sweden

THREE YEARS
Seth Traub - IDC
Margo Dunn - GITG
Roar Nerdal - IDG Norway
Sven-Erik Remmare - IDG Sweden
Jean-luc Bensimon - IDG France

TWO YEARS
Nancy Newkirk - IDG
Joanne Wittren - IDG
Rick Popko - IDG Central Services
Jennifer Ramirez - IDG Books
Patrice Desmedt - IDG France
Peter Chiu - InfoWorld
David Walker - InfoWorld

ONE YEAR
Lee Merkel - Computerworld
Shane Rau - PC World
Gene Gable - Publish
Tom Grubb - PC World
Tomoko Hosoe - Macworld Japan
Dag Inge Karlson - IDG Norway
Mats Wikström - IDG Sweden

Do-er's profile

Josef Prusa

World Update

•PROFESSION: Test Center technician, IDG Czechoslovakia.

•HOME: Teplice, Czech Republic.

•JOINED IDG: December 1992.

•BEST PART OF YOUR JOB: Learning new things, meeting new people, sharing my experience with the public.

•LATEST ACCOMPLISHMENT: Completing the recent test series of 386 and 486 computers.

•MOST CHALLENGING PART OF YOUR JOB: Trying to find enough time to do what I'm supposed to do.

•OUTSIDE INTERESTS: Listening to music and working on my home computer.

•DREAM DESTINATION: The U.S.A., particularly Manhattan, Los Angeles and the central states.

•DREAM CAR: A sporty, blue, two-door BMW.

•IF YOU COULD CHANGE JOBS TOMORROW, WHAT WOULD YOU DO? Be a pilot.

•SOMETHING YOU DON'T DO BUT WISH YOU DID: Play a musical instrument.

•LANGUAGES SPOKEN: Czech, English, and some German.

•FAVORITE BOOK: Any science fiction.

•THREE PEOPLE YOU'D INVITE TO A DINNER PARTY? Bill Gates, Isaac Asimov and Sigourney Weaver.

•PETS: A Pekinese named Jacob.

•BY THE YEAR 2000, I HOPE: Phone and fax communication will be more consistent and reliable here.

•MANAGER'S PROFILE: "Josef Prusa is a very hard-working employee, devoting whatever time is necessary to get a job done perfectly. Although the focus of his work in the Test Center is testing hardware and software, his reports are also of a very high journalistic quality."

- Vítezslav Jelínek, managing director, IDG Czechoslovakia

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

***Multimedia World* plans publishing first for December issue**
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On line: Pat McGovern answers your questions
- PAGE 3

Regional wrap: An overview of IDG's Asia/Pacific activities
- PAGE 4

IDG *World Update*

VOLUME 23, NUMBER 35

AUGUST 30, 1993

Keith MacGregor tapped to head up newsletter group

World Update

MacGregor, based in Boston, plans to build on the strengths IDG has developed as a leader in IT publishing.

During the past two years, IDG has encouraged its business units to develop additional sources of income from their readership/user base to help the revenue line and lessen dependence on paid advertising. Newsletters are one potential revenue source, especially given that readers and vendors are increasingly asking for more highly tar-

- SEE PAGE 2

Asia Support Center helps IT companies crack new markets

With the official launch last week of the Asia Support Center (ASC), IDG opens another avenue for the distribution of information on the information technology market. With offices in San Mateo, Calif., and Boston, ASC will integrate the wide array of IDG resources to offer strategic planning, marketing and other consulting services to the growing number of U.S.- and Asian-based technology companies looking to conduct business between the two continents.

According to IDG's Director of Asia Business Development **Hugo Hsiung**, who will head the new venture, ASC will act as a kind of systems integrator for IDG's collective information technology expertise in the Asian and western markets. "Our research indicates that the Asian IT market is one of the fastest growing in the world," noted Hsiung, "but many U.S. businesses are still looking for the business and cultural know-how that will enable them to fully participate in this grow-

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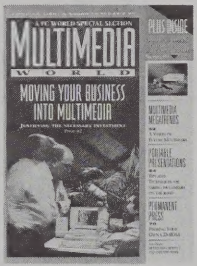
World Update

(Left to right) Quan Zhou, Hugo Hsiung and Soo Kang in ASC's Boston office.

Multimedia World plans publishing first by bundling CDs in every issue

When it becomes a stand-alone magazine in December, just in time for the holiday shopping season, *Multimedia World* will also break new ground in publishing by being the first magazine ever to include a free CD-ROM bundled inside every subscriber and newsstand copy. Currently, *Multimedia World* is bound into select issues of *PC World.*



Some music magazines have included musical CDs on occasion, but *Multimedia World* will chart a new course by offering a CD-ROM with dozens of trial versions of fully functional Windows applications.

Among the 50 leading software vendors whose products will be on the disks are WordPerfect, Borland International, Caere and Broderbund. *MMW*'s partner in the CD-ROM venture is TestDrive Corp. of Santa Clara, Calif.

"It's time for us to seize the day," said *MMW* Publisher **Jonanthan Epstein** about the decision to go to stand-alone status.

"*Multimedia World* is the first and only multimedia PC magazine in a market that's expanding geometrically. Over the past two years we've gained the trust and established relationships with all the industry leaders, promoting the growth of the multimedia PC market and creating acceptance and demand for new multimedia products. As a monthly stand-alone magazine, we'll be even more accessible to the new wave of buyers moving into multimedia."

Multimedia World will have a $3.95 cover price. An additional 10,000 copies of the December issue will be distributed at Comdex Fall '93 in Las Vegas.

IDG announces the sale of *Electronic News*

IDG announced on August 16 that it sold *Electronic News* to a consortium of buyers headed by Zachery Dicker, who has previous affiliations with the publication. According to IDG Vice President/ Corporate Controller **Ted Bloom**, who negotiated the sale, "We felt it would better serve the readers of *Electronic News* to pass the management of the publication on to those who have been associated with the industry and the publication for years."

IDG acquired the publication, which has targeted senior-level executives and key decisionmakers in the electronics industry since 1956, from Chilton Co. in November 1991.

Approximately 10 members of the staff are staying with the publication to assure continuity under the new management. The *EN* staff can be reached at its New York City offices.

MacGregor

- FROM PAGE 1

geted and narrowly focused information.

"We also realize that the publishing of newsletters is quite different from publishing magazines, newspapers, or books," said IDG President **Walter Boyd**. Newsletters are subscription-driven, rather than advertising-driven, and require different marketing techniques and different ways of dealing with the customer base, among other considerations. "Therefore, we decided to follow the IDG Books blueprint and start a new division to specialize in newsletters."

Keith MacGregor, for the past three years senior vice president and publisher of the tax publishing line at Warren, Gorham and Lamont, has been named president of the IDG Newsletter Division. He has worked for the New York-based WG&L for 15 years in a number of positions, including senior vice president in charge of editorial and production for more than 250 publications — 45 of them newsletters — geared to legal, accounting, MIS and other professional services.

MacGregor started with IDG on August 16 and is currently based at IDG's 77 Franklin Street office in Boston while he begins staffing the newsletter group.

JOINT, INDEPENDENT VENTURES

"Keith's charter is to publish both 'branded' newsletters for our various U.S. operating groups and to develop his own ideas for independent newletters [separate from IDG business units] that would be of value to people within the information technology community," Boyd said.

IDG's U.S. business units currently publish more than half a dozen newsletters. MacGregor has been meeting with the appropriate company presidents to discuss how they can work together to develop successful products.

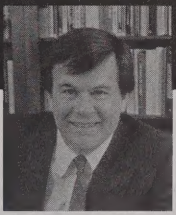
MacGregor said he views the new entity as a way to gain both a critical mass as well as the economies of scale that come with a dedicated division. "I want to build on the strengths IDG has developed as a leader in IT publishing, such as its name recognition and its customer bases, and use newsletters as another method for delivering information for subscribers. The goal is to provide in-depth information for niche markets. Newsletters can dig deeper in a narrower field, provide additional info that's quick to read, portable, accessible, and of great value to the reader, and offer ideas that the reader can immediately put into practice."

One of MacGregor's initial tasks has been to gather the opinions of IDG's best technical people to find out what they think are the key areas of IT to focus on, and he encourages any colleague to contact him with suggestions.

Given the numerous ideas that have already arisen, MacGregor said his first hire will probably be a product development director who will assist in evaluating the many newsletter opportunities that exist.

On line

ASK PAT



Q Cuba is one of the last Communist holdouts in the world. How soon do you think there is going to be an Eastern Europe-type economic and political change, and when will the Cuban marketplace be able to support its own IT publication?

A Starting with your second question, I believe Cuba can support its own IT publication with the next 18 months. In fact, IDG is working on an agreement to start a computer publication in Cuba by the end of next year. When Fidel Castro retires or dies, Cuba will promptly convert to a market economy and make a transition to a democratic form of government. I wouldn't be surprised to see this change occur within the next few years.

Q Why did IDG sell *Electronic News*, given that we acquired it only a few years ago?

A IDG acquired *Electronic News* in order to advance its participation in publishing for the electronics industry in fast-growing markets. Through the position that *Electronic News* established for us, we were able to acquire a half interest in *Electronics International*, the leading newspaper for the electronics industry in China. We were also able to acquire *Electronika*, an electronics products publication in Central Europe.

Our decision to sell *EN* in the U.S. to another publisher was due to the sharp decline in advertising experienced by all electronics publications in the U.S. The geographic center of the electronics industry has shifted outside of the U.S., largely to Asia. Our forecast showed that *Electronic News* would continue to suffer from the revenue declines of electronics publications in the U.S. and, therefore, was not an attractive investment opportunity any longer.

Q The worldwide map of IDG publications is getting quite crowded. Are there still significant IT markets around the world in which IDG does not have a presence?

A IDG now produces one or more computer publications in 62 separate countries. However, there are over 160 countries recognized by the United Nations, so there are still large number of new country markets to enter. Although many of these new markets are small at the moment, they do have good potential for the future. We are typically entering these markets by license agreements with local publishers, with the option to acquire the computer publication in the future, when the market reaches a suitable size. So, you can expect to see a growing number of flags on the IDG global map!

Q I recently heard that IDG is launching a company dedicated to producing newsletters. In light of the fact that newsletters are ancillary products for many business units, what is the rationale behind the new company, and how do you envision it operating vis-a-vis the other units?

A The rationale for establishing the IDG Newsletter Corp. is very similar to the rationale that led to the creation of IDG Books Worldwide. A number of our publishing units were publishing books as an ancillary activity, but the success rates of these books were relatively low. In analyzing the problem, we found that to compete effectively, we needed to have experts in the book business who knew how to reach all of the available markets for books, rather than just those associated with the readership of the business units' other publications. So, we established IDG Books Worldwide as a unit dedicated to books. That unit has been a phenomenal success, reaching $50 million in book shipments in only its third year of operation and having 50% of the top 10 best-selling computer books in the U.S.

Like books, newsletter publishing is a business that prospers best when managed by experts in editing, producing, distributing and marketing these publications. We are pleased that we were able to attract Keith MacGregor to head up this new business unit. He has 20 years of experience in the newsletter business and has managed a very successful $45 million a year newsletter enterprise.

The IDG Newsletter Corp. will work with other IDG business units in the same way as IDG Books Worldwide — namely, they will collaborate on choosing subjects, formats and frequencies and, when appropriate, use a publication brand name as part of the title of the publication if it will enhance its overall circulation growth and success. IDG business units can, of course, continue to produce newsletters, since we have no exclusive territories within our publishing business. But, given past experience, newsletters managed by our dedicated newsletter group will probably achieve a greater percentage of their market potential than otherwise.

Q I heard you went on a bicycling vacation in Europe this summer. Are you an avid bicyclist? How long have you been biking?

A My wife and I went on a one-week bicycle trip in Ireland in early July. We toured the Dingle and Kerry Peninsulas in the southwest of Ireland. This was my first extended bicycle tour, and I had such an interesting time that at the end of July I took my daughter on a one-week bike trip in Maine as a "congratulations" present to her for being accepted into medical school.

Although these were my first bike tours, I have been doing about 2,000 miles a year according to the odometer on my stationary exercise bike!

IDG's roots run deep in the Asia/Pacific region

Australia: The Australian IT market was valued at $4.9 billion in 1991 and is projected to reach $5.9 billion by 1995. IDG publishes five publications in Australia: *Australian Macworld, Computerworld Australia, Network World Australia, Reseller* and *Windows World.* IDC Australia provides research services to the local market.

Hong Kong: Currently, Hong Kong represents only 0.7% of the Asia/Pacific IT market, but this figure is expected to grow steadily over the next few years. World Expo Hong Kong/China sponsors regional expositions and training, while IDC Hong Kong provides research services for the region. Additionally, IDG has two publications in Hong Kong — *Computerworld Hong Kong* and *PC World Hong Kong.*

India: The IT industry in India is developing at a slower rate than most other countries in the region. To address the needs of this fledgling industry and to help it grow, IDG publishes *Computers and Communications.* An IDC India office is based in New Delhi.

Japan: Japan has the fastest-growing IT industry in the region, with analysts predicting that the market will be valued at $104.8 billion by 1995. IDG has a research office (IDC Japan) and publishes the weekly *Computerworld Japan, Macworld Japan, SunWorld Japan and Windows World Japan.*

Korea: The Korean IT market has shown steady growth in all software and hardware areas. To meet the needs of this growing market, IDG launched *Hi-Tech Information* in 1989, followed by *Computerworld Korea, Macworld Korea* and *PC World Korea.* IDC Korea provides research services to the area.

Malaysia: The PC market in Malaysia continues to grow by 26% annually. Computer piracy, a common problem for the IT industry, is now becoming obsolete through the brand recognition acquired through publications and exposition services. To meet the needs of this growing community, an IDC office was established in Kuala Lumpur, and IDG publishes *Computerworld Malaysia* and *PC World Malaysia.*

New Zealand: Despite its small population, New Zealand's investment in and use of IT is quite advanced; per capita spending is one of the highest in the Asia/Pacific region. IDG's *Computerworld New Zealand* is the country's only information systems newsweekly. Other IDG publications include *Computer Listings* and *PC World New Zealand.* IDC also has a research office based in Wellington.

People's Republic of China: The high-tech industry is the fastest growing sector of the Chinese economy, growing at a rate of 23% for the last five years. IDG publications include *China Computerworld, PC World China, Electronics International* and *China Network World,* which are published by China Computerworld Publishing and Servicing Co., the only joint venture between the PRC government and a foreign publishing company. *Electronic Product World* is published by IDG High Tech Bejing, IDG's first wholly owned Chinese subsidiary established in 1989. IDC Beijing was established in 1992.

Philippines: The computer industry in the Philippines is relatively young, with the majority of systems being used by financial institutions and manufacturing companies. IDG is supporting personal and business computing through two publications — *Computerworld Philippines* and *PC Digest* .

Singapore: The Singapore IT industry accounts for 0.6% of the worldwide IT industry, with more than 70% of its investment geared toward hardware. IDG publishes *Computerworld Southeast Asia* and *PC World Singapore* and operates an IDC office.

Taiwan: Taiwan is one of the world's largest exporters of PCs and PC products. Launched in 1992 and published in Taiwan, IDG's *Global Computer Express* provides information to European importers of Asian technology. Other publications, such as *Computerworld Taiwan* and *PC World Taiwan* serve local business and personal users. An IDC office serves the local IT industry.

Thailand: Thailand's computer industry is growing rapidly due to double-digit economic growth during the last few years. IDG covers the entire spectrum of computer systems in its bi-weekly publication *Thai Computerworld* and operates an IDC office in Bangkok.

Vietnam: Since its reform in 1986, Vietnam has become increasingly market-oriented, opening the door to the IT industry. IDG, along with its Vietnamese partner, the Center for Scientific and Technological Information, launched *PC World Vietnam* in 1992, the first U.S. IT publication in Vietnam.

ASC

-FROM PAGE 1

ing market. Many Asian companies are equally frustrated in their efforts to enter the U.S. market."

ASC will target small to mid-size technology companies that lack the resources to enter a foreign market properly, noted **Quan Zhou**, ASC associate director. "A lot of companies simply don't have the expertise to go overseas," said Brobst. "IDG has been doing business internationally for more than 20 years, and we have a huge pool of talented people throughout the U.S. and Asia whose expertise the ASC can use," he said.

Companies looking to enter a new

-CONTINUED ON NEXT PAGE

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, August 30, 1993

*he IDG Job Opportunities listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is sted, a brief summary highlighting the responsibilities and qualifications will be included.*

PART-TIME OFFICE SERVICES COORDINATOR (IDG)

Responsibilities in this position would be mail sorting and distribution, ordering and stocking supplies, organizing and maintaining the mailroom, handling warehouse requests and maintaining office equipment. This individual will be reporting to the office manager at IDG's Natick Regional Sales Office. Requirements include prior office service experience and a valid driver's license. (20-25 hours per week.)

VP & GENERAL MANAGER - COMNET (WEC)

The candidate will be responsible for the overall financial and intellectual success of the exposition including attendence, exhibits, venue and exibitor renewal. The individual will work closely with the directors of finance, sales and marketing and will report directly to the CEO and President of World Expo Corporation. Trade show experience a plus.

SENIOR ACCOUNT EXECUTIVE (IDC)

IDC is seeking a results-oriented individual who has demonstrated the skills needed to continually reach and exceed sales quotas. The successful candidate will identify then develop and present proposals to close new business. To qualify, the candidate must have at least five to ten years' experience in successful sales of intangible services. Sales territory will be located in the Southwest/Central Region.

GROUP MARKETING MANAGER, INTERNATIONAL (IDC)

The Group Marketing Manager is responsible for sales prospecting, prospect list management, interfacing between sales and product managers, telemarketing, management of direct-mail campaigns, conference organization, conceptualization, preparation, and desktop publishing of a broad range of marketing materials and managing press relations. This position will also perform a number of product-specific marketing functions in these areas: Worldwide Market Studies, International Planning Service, Latin American Studies, Pacific Planning Serivce, Gray Sheet, Global IT Survey, and Middle East Studies.

ADVERTISING ACCOUNT COORDINATOR (NWW)

The person in this position is responsible for maintaining the leads database, generating correspondence, interfacing with customers as well as other sales support duties. This individual will be reporting to the District Sales Manager. Requirements include previous office experience. and proficiency with computers.

SALES ASSISTANT - WEST COAST (NWW)

The individual will be responsible for selling and servicing major accounts in Northern California and Northwestern territories. Candidate should have 5 years advertising/sales experience at the senior level. Excellent written and verbal communication skills are necessary. Individual should have above average presentation skills, high energy and be a seasoned and polished professional.

STAFF WRITER (CW)

The candidate will be responsible for reporting and writing several stories per week. Expensive telephone interviewing, personal contacts with users/vendors plus travel [illegible] conference sites necessary. Two years journalism experience (computer field preferred) College degree required with a major in journalism, English or Computer cience.

TEMPORARY TELEPHONE INTERVIEWERS (CW)

Primary responsibility will be telephone surveying of computer professionals. Some record keeping involved. Detail-oriented work. Strong verbal skills required. Previous telephone experience preferred.

DATABASE PROGRAMMER (CW)

The individual will be responsible for software development and ongoing client technical support, enhancing QC and data entry systems, as well as participating in new system development effort in client/server environment. Requires 1+ years experience in Xbase language, exposure to Windows, data communications and hardware upgrades. Exposure to a Unix environment and database tools (Sybase, Informix, Oracle) a plus. Exposure to graphics and OOP tools (Compel, Toolbook or Harvard Graphics) also valuable. Exposure to C or C++ beneficial.

SALES SUPPORT COORDINATOR (IW)

The candidate will assist the Sales Representative and Account Manager in running the Natick Sales Office. Communication skills, organizational skills plus PC proficiency required.

SALES REPRESENTATIVE - WEST COAST (IW)

This individual will be responsible for prospecting and maintaining advertising space for InfoWorld's Demographic Editions. Three-Five years of outside ad sales experience plus knowledge of computer industry required.

ACCOUNT MANAGER - WEST COAST (IW)

The candidate will assist in producing mailings, pricing information, transcribing results for database entry and general sales administrative support for the Demographic Sales Group. Organizational skills, client-service oriented, and PC literacy is required.

ASSISTANT TO THE PUBLISHER - WEST COAST (PCW)

To perform administrative and clerical tasks as determined by the Publisher of Multimedia World. In addition, responsibilities include meeting and presentation preparation, extensive customer contact and departmental expense tracking. Must be IBM PC literate. Knowledge of Word and Excel preferred. Highly organized and detailed oriented with excellent written, verbal and telephone communication skills required. Must be able to prioritize and multi-task in a fast paced environment.

COPY CHIEF - WEST COAST (PCW)

This person will manage the flow of editorial materials, copy edit to ensure grammatical and technical accuracy, oversee production sheets to monitor and enforce deadlines and work with freelancers and in-house writers to maintain stylistic consistency. Candidate must have worked 3-5f years on a computer magazine.

ASSOCIATE EDITOR - WEST COAST (PCW)

is individual will write and/or edit at least one feature and several columns each month. Technical knowledge of computers in general and multimedia is required as well s excellent writing and editing skills necessary. The ability to meet deadlines is vital and attendance at trade shows and product demos may be required. 1-2 years of computer writing experience is required.

ART DIRECTOR - WEST COAST (PCW)

This individual will be working alone and will design and produce each monthly issue (approx. 100 pgs.). Advanced proficiency with Quark Xpress, Photoshop etc. is mandatory. Must have 3-5 years experience in magazine design and production and be able to create and adhere to an art budget.

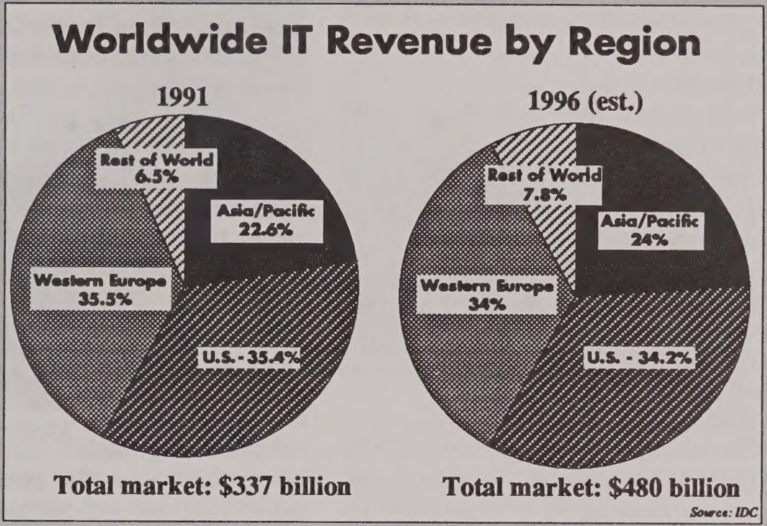
Job Opportunities

Revised: August 30, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	P/T Office Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG	Bookkeeper P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG	List Sales Representative	List Services, Framingham, MA	B. Thompson	(508)935-4531
IDG/NG	US Correspondent	IDG News Group,San Francisco,CA	M. Cornetta	(508)935-4734
IDG/NG	Sales Manager	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	VP & General Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Info. Services Supervisor	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	L. Connolly	(508)935-4791
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
IDC	Group Mkt. Manager.Internat'l	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Assoc.Analyst,PC Pricing	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Dir. Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	Sales Assistant	Irvine, CA	K. Schackel	(415)776-2817
NW	Adv. Account Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CWPI	Database Programmer	Framingham, M A	J. Block	(508)935-4695
CWPI	Telephone Interviewers	Framingham, MA	B. Sands	(508)935-4286
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Assistant Researcher	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Sales Director, West Coast	Burlingame, CA	L. Craven	(703)798-1113
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Regional Mgr - Recruit. Ad.	Rochelle Park, NJ	S. Perry	(508)820-8160
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Market Research Associate	CW Database, Framingham, MA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Copy Desk Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (4)	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphics Specialist	Framingham, MA	S. Perry	(508)820-8160
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
BCP	Publisher	Peterborough, NH	J. Detray	(603)924-0249
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Account Manager	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Support Coord.	*InfoWorld,* Natick, MA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld,* Rochelle Park,NJ	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IIW	Associate News Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Production Coordinator	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assitant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
PCW	Art Director	*Multimedia World*, Irvine or L.A.,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, Irvine or L.A.,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, Irvine or L.A.,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, Irvine or L.A.,CA	J. Epstein	(415)267-1772
PCW	PCW Fact Checker	*PC World*, San Francisco, CA	A. Kandra	(415)267-1750
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Sales Associate	*Multimedia World*, Boston, MA	I. Kane	(617)361-4246
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Technician	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Account Representative	*PC World*, Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Editor	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Administrative Assistant	*PC World*, Los Angeles, CA	B. Hanck	(213)312-8008
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Advertising Information Mgr.	*PC World*, San Francisco, CA	L. Manes Goodwin	(415)978-3815
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
MAC	Assoc. Editor - Features/News	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IFTW	Sales Associate	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Marketing Specialist	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assitant/President	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300

ASC targets world's fastest IT growth region

- **The Asia/Pacific region in 1991 accounted for over a fifth (21.5%) of worldwide IT spending.**
- **The region will represent nearly one quarter (24%) of worldwide IT spending in 1996. Demand for IT products there continues to grow at a faster clip than in the U.S. or Western Europe, even with less dynamic growth anticipated from Japan.**
- **In 1992, IT spending in the Asia/Pacific region surpassed $80 billion.**
- **By 1996, the IT market in this region is projected to be almost $115 billion, of which 49% will be hardware and 51% software and services. Compare this with 1991, when the Asia/Pacific market totalled $76.1 billion, 54% for hardware and 46% for software and services.**



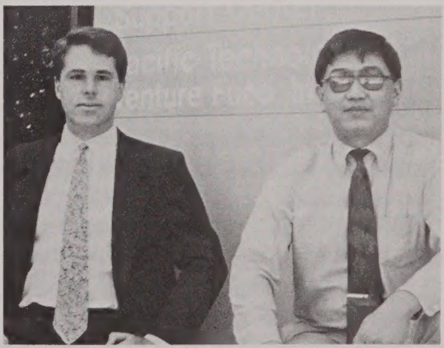
Source: IDC

- **Growth in Asia/Pacific IT expenditures will outpace such growth worldwide. The projected 1991 to 1996 Asia/Pacific compound annual growth rate for IT expenditures is 8.5%, compared with an anticipated worldwide rate of 7%.**
- **IT spending as a proportion of gross domestic product in the Asia/Pacific region is now comparable to the worldwide average of 1.4%. New Zealand, Australia, Japan and Singapore are the only four countries to surpass the regional and worldwide averages.**
- **Japan clearly dominates the region with over four-fifths of the Asia/Pacific IT market. As a result, the regional totals for specific markets are skewed to how Japan chooses to invest its IT expenditures.**
- **The entire Asia/Pacific IT market is expected to grow from $76.1 billion in 1991 to $114.9 billion in 1996, a growth rate of 50%. When Japan (currently in a recession) is excluded, this growth rate jumps to 81%; from $13.4 billion in 1991 to $24.2 billion in 1996.**

market must address a number of critical issues, said ASC Marketing Consultant **John Brobst**, who recently joined IDG after working with Morgan Stanley Japan. "For example, if you're planning a product for an Asian country, do you go with your standard English-language version or must you localize it? In places like Hong Kong and Singapore, you'll probably do fine with an English version, but in Japan, for example, localization is important." ASC will help companies answer such questions as, 'What sort of advertising and promotion strategies are effective in various markets? How do you price your product, distribute it and get people to start using it? What local cultural and business considerations must be addressed?'

> *"Many U.S. businesses are still looking for the business and cultural know-how that will enable them to fully participate in the Asian market."*
>
> \- Hugo Hsiung

ASC has a staff of six, each of whom is at least bilingual, and in some cases, trilingual, noted Hsiung. Boston staff includes **Quan Zhou** and **Soo Kang**, research assistant. The San Mateo staff includes **Charlotte Liu**, business and finance manager; **Bin Li**, business coordinator; and John Brobst. Hsiung will maintain offices in both locations.



ASC

John Brobst (l) and Bin Li, along with Charlotte Liu (not pictured), will staff ASC's California office.

Noteworthy!

PROMOTIONS

Cornetta

World Update

HR Representative **Mary Cornetta** has been promoted to senior human representative and has taken on a larger client base. She is now working with Network World, the IDG International News Group, CIO and the office managers and receptionists at IDG's regional offices. Mary has been very successful at meeting the diverse human resources demands of her customers across various IDG business units," said Elaine Ouellette, director of the Human Resources Services Division. "In HRSD, we highly value customer service, and she delivers it!"

■ ■ ■

Kristin Kueter, previously executive assistant to *InfoWorld* Editor-in-Chief Stewart Alsop, has been promoted to editorial communication coordinator. She will be serving as a liaison between vendors and the editorial staff, organizing speaking engagements, and coordinating other off-site meetings.

TRANSFERS

Kevin Octavia, previously advertising information manager for *PC World*, is now working in the sales operations area for the Marketing Services Division's office in San Francisco.

NEW EMPLOYEES

Formerly a production editor at Que, **Barbara Potter** has joined IDG Books Midwest as a copy editor. She has an MA in English from the University of Indianapolis and enjoys travel and gardening.

■ ■ ■

IDG World Expo welcomes **Dru Montgomery** as a national account manager for Object World. Dru recently handled meeting and exhibition coordination and sales as an account executive with Courtesy Associates in Washington, D.C. She has a BA in communications from Vanderbilt University.

■ ■ ■

Fleming

World Update

The Marketing Services Division welcomes two new directors of national accounts. **Pam Fleming** spent five years at Symantec Corp., most recently as director of channel marketing, and before that was a vice president at the public relations and advertising agency Technology Solutions. She'll be working out of MSD's San Francisco office. Pam has a BA from Boston College and enjoys taking advantage of all the outdoor activities Northern California has to offer.

Frank

MSD

Scott Frank will based at MSD's Connecticut office. He was previously vice president/associate media director at Ammirati & Puris, where he handled media planning and buying for Compaq Computer Corp. Scott's career has included four years of managing various technology accounts at J. Walter Thompson. He has a BS in advertising from Syracuse University and lists music, running and cooking among his interests.

■ ■ ■

Lauren Hoffman is working out of the Paramus, N.J., sales office as an account manager for *InfoWorld*. She was previously a publisher's assistant and advertising coordinator at CMP's *Tour & Travel News*. Lauren has a degree in elementary education with a business minor from the State University of New York/Old Westbury and enjoys bowling, softball and outdoor activities.

Dan Muse has signed on as senior editor for features at *Macworld*. He spent six years at IDG Peterborough, departing in 1892 as editor-in-chief of *inCider/A+*, and most recently served as senior editor of *Byte*. Dan has a BA in English from North Adams State College and enjoys softball, hockey, volleyball and other sports.

■ ■ ■

As circulation promotions manager at *Desktop Video World*, **Johanna Rivard** is developing card-in-the-box and other cooperative programs with advertisers. She had been the newsstand promotions manager for IDG Peterborough's single copy sales department, which was acquired by Kemco Publishers Services in April 1992. Johanna enjoys keeping fit and reading in her spare time.

Credit *card!*

IDG Credit

JUST MISSED! Bill Boyer, assistant credit manager at IDG Peterborough, demonstrates his distinctive putting style at the recent IDG Credit miniature golf outing. In order to promote team spirit and psych themselves up for the hectic close of the fiscal year, 19 credit department employees enjoyed a day out on the links and a picnic on the back lawn at IDG Framingham. Tear Sheeter Shirley Sweeney topped the leader board at the end of the round.

Chairman's achievers

Frances Mendelsohn
Research Director, Enterprise Technology
IDC Government

Earlier this year, IDC Government was granted its first custom research project for the U.S. Census Bureau: to analyze current and future information technologies available to citizens at home that would result in a more complete profile of the population in the year 2000.

"As a result of Francie's enthusiasm, competence and effective management, quality researchers were brought in to work on portions of the project," said GITG CEO Edith Holmes. "A cooperative arrangement was formed with LINK Resources, and IDCG brought the project and its deliverables into a sharper focus."

Mendelsohn IDCG

Francie's stewardship also enabled IDC Government to enjoy higher-than-budgeted profits for the project. IDCG, having clearly demonstrated the value of its services, is now working on a larger contract for the Census Bureau and will soon take on a third project.

Managers may request a Chairman's Achiever nomination form from the Chairman's office, fax 617-859-8642.

Third-quarter winners named

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive a clock or plaque.

Winner
Laura Stoll - *SunWorld*
Runner up
Kane Scarlett - *SunWorld*
Runner up
Fran Fox- Infotainment World

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-TWO YEARS
Eileen O'Brien - IDC

SEVENTEEN YEARS
Ingrid Schmid - IDG Germany

FOURTEEN YEARS
Ann-Charlotte Berg - IDG Sweden

THIRTEEN YEARS
Ellen Rahman - IDG Germany

ELEVEN YEARS
Kim Myhre - IDC
Bertrand de Cerval - IDG France

TEN YEARS
Kurt Ebner - IDG Germany

NINE YEARS
Siegfried Reich - IDG Germany
Frank Wielki - Computerworld

EIGHT YEARS
Paul Leveraas - IDG Norway
Hans Peter Nitzsche - IDG Germany
Pierre Berger - IDG France

SEVEN YEARS
Gail Acquafresca - CWDD
Jens Jørgen Krag Hansen - IDG Denmark
Jean Paitel - IDG France

SIX YEARS
Kevin Greene - Integrated Media
So Fong Yip - Macworld

FIVE YEARS
Nancy Sheehan - IDG
Michael Malone - IDG
Hermann Gfaller - IDG Germany
Tomas Ekengren - IDG Sweden
Lars Ostermann - IDG Denmark
Serge Del'Hommeau - IDG France

FOUR YEARS
Chris Lindquist - Infotainment World
Irmgard Meyer - IDG Germany
Fredrik Landergren - IDG Sweden
Marie-josé Madelrieux - IDG France

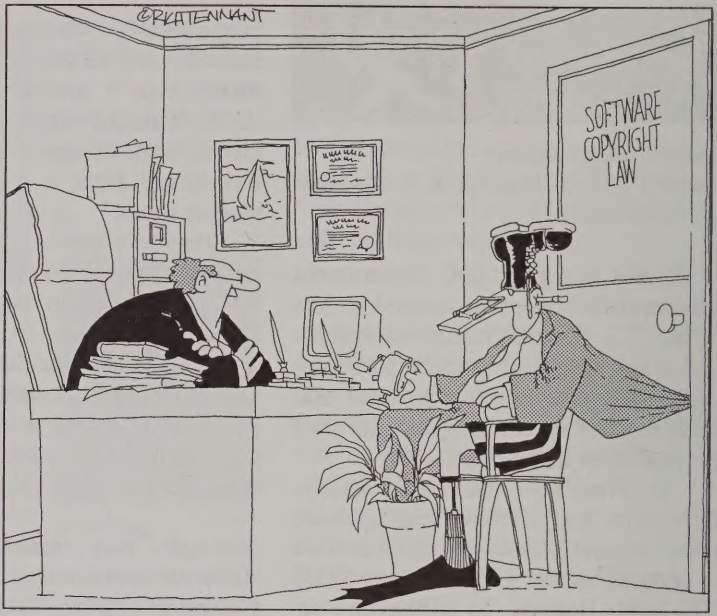
THREE YEARS
Anna Tse - Asia Computerworld
Elizabeth Jensen - Macworld
Lynda Rosenthal - CIO
Elie Goldstein - SunWorld
Jill Zolot - Computerworld
Thomas Roos - IDG Sweden
Bruno Varyze - IDG France
David Coursey - InfoWorld

TWO YEARS
Norreha Sayuti - Asia Computerworld
Maria Grazia Tripodi - IDG Italy
Ann Roskey - IDG
Karina Møller Nielsen - IDG Denmark
Sabrina Chummun - IDG France
Anne Hazard - IDG France
Florence Pernot - IDG France
Kateline Renaudin - IDG France
Ian Ross - InfoWorld

ONE YEAR
Dean Andrews - PC World
Alex Lai - Infotainment World
Jay Yun - Asia Computerworld
Silvana Brambilla - IDG Italy
Amy Rossi - IDC/G
Hermann Apfelböck - IDG Germany
Alexander Markus Deindl - IDG Germany
Uwe Kielmann - IDG Germany
Josef Kreitmair - IDG Germany
Johanna Miketta - IDG Germany
Michael Schweizer - IDG Germany
Michelle Beals - CWDD
Diane Steele - IDG Books
Michael Buchholdt-Andersen - IDG Books
Olivier Saint-Leger - IDG France
Maryse Gros - IDG France

Off line

Congratulations to all our enthusiastic caption contributors. Winner Trent Primrose will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.



"Sorry, sir. This is software. 'Hardtoware' is next on the right."

- Trent Primrose, IDG Australia

HONORABLE MENTION WINNERS:

"It probably is unique. But let me explain the term "software."

- John Spragens, *InfoWorld*

"So, what you're telling me is that you've gone above and beyond the whole 'build a better mousetrap' theory."

- Toni Clayton, *Network World*

"Let me get this straight. You say this all happened while testing virtual reality?!"

- Suzy Thomas-Klein, *Computerworld*

"So, are you sure that 'bloody, stupid software' is what you want to call it?"

- Richard Mergler, IDG Australia

"We do appreciate the application, but to be honest, you're a little too conservative for the copyright law department."

- Pat Kennedy, IDC Canada

"Yes, I would agree that you own the rights to virtual stupidity."

- Simon Salamon, LINK Resources

"Been done."

- Rick Popko, IDG Central Services

"I know it's none of my business, but the other guys had a coffee pot and sandwich maker built into their spreadsheet."

- Jeff Symoens, *InfoWorld*

"If you only knew how to play golf, I'd make you a VP of our company."

- Paul Smith and Oli Lawrence, *InfoWorld*

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

IDG signs license for *PC World Romania*
- PAGE 2

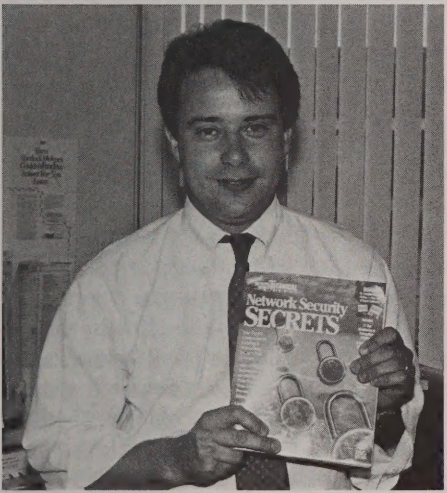
News Service helps *FCW* scoop get simultaneous play
- PAGE 4

IDG Books take off in Brazilian, Spanish-speaking markets
- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 36
SEPTEMBER 6, 1993

Network World, IDG Books team up on book series



World Update

***NW*'s Bill Reinstein displays the first in a line of technical books planned with IDG Books.**

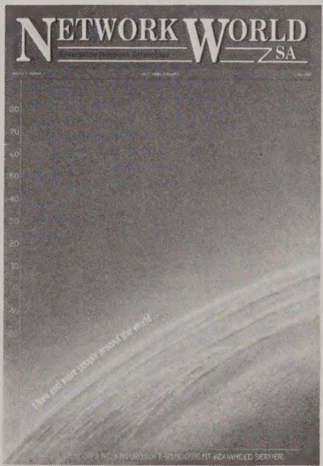
The first in a series of Network World Technical Books, a joint venture between *Network World* and IDG Books, rolled off the presses late last month. *Network Security SECRETS*, written by David J. Stang and Sylvia Moon, evolved from a *NW*-sponsored seminar on local-area network security conducted last winter by Stang, who is

- SEE PAGE 2

Network World off to promising start in South African market

When IDG's South African publishing partner inked an agreement last August giving its flagship *Computing S.A.*, the country's leading computer newsweekly, access to the editorial resources of IDG, company officials indicated their interest in launching additional IDG titles into this $2 billion IT market.

This July, they did just that, taking the wraps off *Network World S.A.*, a monthly tabloid targeted at the region's networking specialists.



FILLING A GAP

With an initial circulation of 4,000, the controlled circulation magazine aims to fill a gap in the local market for a publication catering to the needs and interests of networking managers, according to its Editor-in-Chief **Jocelyne Bayer**. "Our research showed that there is a need in the South African market for a stand-alone publication focused specifically on the networking arena," noted Bayer.

Network World S.A. closely resembles its U.S. sister publication in both look and content. "Why reinvent the wheel?" commented International News Group President **David Hill**, who is responsible for IDG's international licensing and worked closely with staff at the IT Media division at Thomson Publications prior to the new magazine's launch.

"*Network World S.A.* is building off the success of one of the most successful networking publications out there," said Hill. "They are using the best of IDG's international news — courtesy of the IDG News Service — combined with comprehensive local news."

The launch of *Network World S.A.* is among the most successful in Thomson's history, according to IT Media General Manager **Sue Castelyn**, who noted that the publication is taking pages away from its competition in a relatively flat market.

"Advertiser response has been very promising," concurred Bayer. "The major players are all buying ads and the prospects are good for the future," she added.

In brief

CWDD mobilizes to woo NeXT ads back to *CW*

When the Computerworld Database Division provides the information, people listen.

That was clearly the case this summer, when *CW* Senior District Manager **Kaye Sharbrough** was trying to persuade NeXT Computer to place more of its advertising dollars with *Computerworld.* While NeXT had been a client at one time, it had shifted to target PC users for its NextStep operating system and suspended its use of *Computerworld.*

Sharbrough talked to CWDD Vice President/General Manager **Rich Mikita,** and he extracted the names of 400 qualified individuals who had indicated that they planned to buy NextStep and provided these leads to NeXT's salesforce. Mikita queried the database in order to define these potential buyers by title, size of company, current installations, future installations, applications in use and applications planned.

When this data was provided to NeXT's marketing team it extended NeXT's customer knowledge and led them back to an appreciation of how important the *CW* reader is for them.

"NeXT is now a firm believer in the buying power of the IS manager," Sharbrough said. As a result, NeXT has increased its commitment to *Computerworld* for the upcoming year.

PC World Romania debuts

ROMANIA
PC WORLD
Viata după... NOVELL
Ultimele știri de la Microsoft
Windows for Workgroups
Trucuri DOS... sub Windows
Breviar de comenzi WordPerfect
CONCURS INTERNATIONAL de programare
1
IDG
95 lei

IDG finalized a license agreement last month with a new Romanian company to produce a bi-monthly *PC World Romania.*

For the past three years IDG had a license agreement for another publication, *InfoClub*, in association with a government ministry during a time when private companies were virtually nonexistant. *PC World Romania* in effect replaces *InfoClub* and is published by a company headed by Editor **Miheala Gorodcov**, who also served as *InfoClub*'s editor.

Gorodcov plans to launch *Computerworld Romania* sometime this fall.

Address change

IDC Norway has moved to:

Løkketangen 20
N-1300 Sandvika
Norway

Telephone: +47-67-54-71-41
Fax: +47-67-54-24-01

NW's Kirkey wins design awards

Donna Kirkey, reprint manager and graphic designer for *Network World*'s marketing department, recently earned four awards for excellence in QuarkXPress production. During the Quark Users International conference in July, *Network World* took first and second place in the advertising category, first place in the direct mail category and first place in the media kit category. Kirkey designed and produced all four winning entries.

Team

- FROM PAGE 1

president and CEO of Norman Data Defense Systems, Inc. in Falls Church, Va., and a network security consultant.

"[NW President] **Colin Ungaro** and [IDG Books President] **John Kilcullen** had been discussing the possibility of collaborating on a book project," noted **Bill Reinstein,** director of new business development at *Network World.* "During David's seminar series last winter, we approached him to see if he would be interested in authoring a book for us. *Network Security SECRETS* grew out of the course workbook used in the seminar."

And *grew* is the operative word. The book weighs in at close to 1,200 pages and includes two disks with approximately 5 megabytes of information and programs including virus protection, data encryption and worksheets to help users design audit security. "It's an excellent collection of software," noted Senior Marketing Manager **Polly Papsadore**, adding that many of the 55 security utilities are not available elsewhere. *Network Security SECRETS* sells for $49.95.

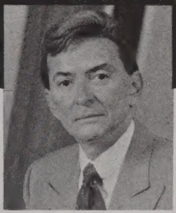
The book debuted at last month's Interop '93 in San Francisco, and response was excellent, noted Papsadore. "Although we originally thought of it as a real niche book, there has been a great deal of interest in the book among our resellers," said Papsadore. "One of our key technical retailers has placed a huge order and considers it his lead title for the upcoming season."

The book, which took six months from conception to publication, will be the first in a series of projects with IDG Books, noted Reinstein, adding that several other titles are currently in the works. "We have 50 seminar events on about a half dozen topics planned for fiscal '94 and hope that at least a few will spawn similar projects."

IDG Books is currently working with four IDG business units — *PC World, Macworld, InfoWorld* and *Network World* — to produce books under their brand names. "Developing books with IDG publications gives them an excellent opportunity to promote their names in another forum. And, because they are typically the leading publications in their respective markets, their names lend authority to our books," noted Papsadore.

On line

ASK WALTER



Q The word around Macworld is that funding for our Global Product Support Center has been cut for next year. I also understand that a Computerworld GPSC has been launched. Was our budget cut to fund this new venture? If not, why the cut?

A To the best of my knowledge the final budgets for the Global Product Support Centers have not even been submitted or approved as of this writing. But, yes, the existing Support Centers — Macworld and PC World — have been asked to reduce their expenditures and to off-load more of the costs to the actual users of the Support Center. This is very typical in that the first year or so of any start-up is rather more costly than that for continuing operations. The start-up of the Computerworld GPSC has nothing whatsoever to do with the funding that will be available to the various groups for the coming year.

Q We are now about one month away from the first fiscal quarter of 1994. The fourth calendar quarter is traditionally the company's strongest. How is it looking at this point?

A You're absolutely right that the first fiscal quarter (last calendar quarter) is typically one of the strongest for IDG overall, even including December which is a typically weaker than usual month due to the holidays.

This year's projections are quite good, and we are currently planning to make close to one-third of the fiscal year profits in this one quarter and about 60% of the total year's profits in the first two quarters. On the less bright side, we are anticipating a continuation of the recession in much of Europe and have a few other markets/products that are showing something less than smooth growth patterns.

The buying cycle for both advertising and market research has been considerably reduced over the past few years with more and more people buying at the last minute as opposed to making long term commitments. This, of course, creates additional pressures for our sales people and makes the fine art of projecting results a bit more difficult.

Q How goes the search for a replacement for Bill Murphy? Is there a target date for naming a successor?

A A very well-known executive search group is in charge of finding a successor for Bill and, like any top level search, they are allowing themselves enough time to make sure that they find the best qualified candidates. I would suspect that the final candidates will be interviewed by the search committee in October and then it will be a question of when the top rated candidate can start at IDG, given the fact that he or she will most likely have to give the appropriate notice to their current employer. Or in the case of an internal candidate, for that person to find their own replacement.

Q While I understand that all publications are welcome to participate in sharing the corporate booth IDG staffs at various trade shows, the high cost of renting space in this booth often prevents smaller publications from doing so. We often find ourselves operating smaller booths apart from the main IDG booth, which prevents the company from presenting a strong, unified front.

Has IDG ever considered implementing a sliding fee scale that would allow all of IDG's publications to participate and thereby demonstrate the full scope of IDG's publishing strength?

A This issue has been discussed on numerous occasions by our various U.S. presidents and the answer is always very much the same. Each company should promote their own image and brand in the way that is most effective for them in terms of their overall marketing strategy.

And it is entirely up to the individual operating unit presidents to decide what shows they will support and whether or not they prefer to go this alone or to team up with other IDG publications or service groups.

IDG, as such, does not promote itself at industry events. We much prefer that all of our individual and unique brands promote their own image as this is the product that people really buy.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.

Question for (check one):

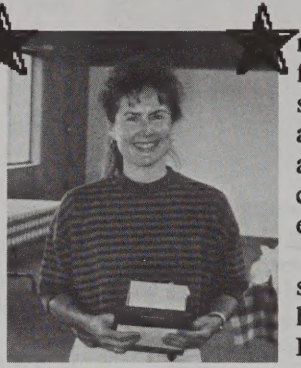
☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

☐ **Martin Taylor IDG New Zealand** ☐ **Bengt Marnfeldt IDG Sweden**

New STARs join constellation of top performers

LaJeunesse IDG HR

Ormsbee World Update


Pierce IDG HR

Michelle LaJeunesse (IDG Human Resources), **Brian Ormsbee** (Marketing Services Division) and **Renee Pierce** (IDG Credit) have been selected by their peers as "Corporate STARs" for their exemplary service, teamwork and results. Each received a cash prize and a star-shaped crystal paperweight at the IDG corporate picnic in July.

Michelle, a human resources administrator in charge of payroll processing and systems administration, joined IDG in January 1988. "She's always willing to do extra work with a smile and follow up to make sure everything is O.K.," wrote one colleague. "She has gone the extra mile on more than one occasion." In the past year, Michelle has become extremely customer-focused, all the while learning an entirely new HR and payroll system.

Brian was hired in July 1991 and quickly earned two promotions, first to marketing assistant and, in August 1992, to marketing specialist. He "is truly an unsung hero and has been since the day he was hired," read one nomination form. "He provides exceptional service to his customers by being responsive, prepared and consistently pleasant, and he represents IDG in a very professional but easy-going manner," read another. At the recent marketing/research function meeting, Brian served as photographer and multimedia genius although he was officially a guest at the event.

Renee, a senior staff accountant, began her career at IDG Peterborough in January 1982, and moved to IDG Framingham last October. With the recent change in corporate controllers, Renee worked closely with her business unit customers to provide a seamless transition. "Her organizational skills, quick follow through, feedback, and steady, reliable support have contributed to making this transition smooth," said one colleague. "Renee understands her customers' accounting systems and special needs. She has a good sense of priorities, and her customers have come to trust and rely on her judgment."

News Service facilitates sharing of *FCW* scoop

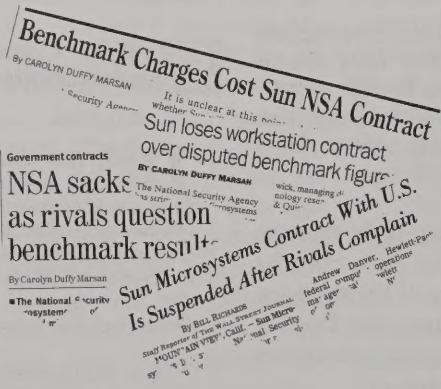
FCW, *CW*, *IW* run simultaneous account of Sun/NSA contract dispute

An unprecedented level of cooperation among the IDG News Service and two IDG sister publications recently led to the timely and widespread reporting of a major contract dispute between the National Security Administration and Sun Microsystems. It marked the first time a weekly IDG publication had simultaneously run a news story by a writer from another weekly IDG publication.

Carolyn Duffy Marsan, one of *Federal Computer Week*'s managing editors, was hot on the trail of the story the week of August 2. Marsan, who works out of the IDG News Service newsroom in Boston, mentioned the story to News Service Editorial Director **Rob Garretson**.

Knowing that it would be of interest beyond the federal government IT community, Garretson pitched the story to the *Computerworld* and *InfoWorld* editorial departments. Both ended up running the story under Marsan's byline, editing it slightly to suit their space and audience.

The timeliness of the *FCW* scoop led Garretson to pitch the story directly to *CW* and *IW* in advance of their Friday deadlines, instead of waiting until Friday and putting the story on the News Service wire as usual. Alerting *CW* and *IW* editors to the developing story on Thursday, allowed them to get the story into their Monday issues concurrently with *FCW* (and *The Wall Street Journal*, which also ran the story on Monday, crediting *FCW* for breaking it and quoting from the IDG weekly.)


Benchmark Charges Cost Sun NSA Contract

By CAROLYN DUFFY MARSAN

Sun loses workstation contract over disputed benchmark figures

BY CAROLYN DUFFY MARSAN

Government contracts

NSA sacks as rivals question benchmark results

By Carolyn Duffy Marsan

Sun Microsystems Contract With U.S. Is Suspended After Rivals Complain

By BILL RICHARDS

Staff Reporter of THE WALL STREET JOURNAL

Unprecedented cooperation resulted in simultaneous use of *FCW* story.

"I hate to use the phrase, but it was a win-win ... -win situation," said Garretson. "*Computerworld* and *InfoWorld* got a good story that their other competitors didn't have; *FCW* gained a vastly larger audience for an excellent piece of reporting and a valuable plug in the *WSJ*; and the News Service earned some added credibility from all three IDG weeklies."

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, September 6, 1993

REGISTRATION COORDINATOR (WORLD EXPO)

The candidate will be responsible for the complete conference order process (entry, confirmation,invoicing & receivables) for two or more domestic trade shows. The individual will produce reports as required and act as a resource to registration company for fulfillment & on-site logistics issues. Strong organizational & customer service skills, ability to handle multiple projects & bookkeeping are required. PC literate(Microsoft Word, Lotus) helpful.

TELEMARKETING MANAGER (WORLD EXPO)

This individual will manage inbound and outbound telemarketing departments for conference attendee sales. Specific responsibilities will include staff planning, hiring, training, developing commission plans and evaluating telemarketing staff. The candidate will also develop a sales reporting system and telemarketing scripts. 4-6 years minimum outbound telemarketing experience with extensive hi-tech computer background preferred as well as 4 years management experience.

ADMINISTRATIVE ASSISTANT WEST COAST (IDC)

Primary responsibilities in this position are the daily support of sales staff including administrative functions such as general filing, typing, coordination of contracts and bookings, maintaining sales collateral, preparing for sales calls, scheduling and some interaction with clients. This position requires previous administrative experience along with a strong attention to detail and the ability to handle multiple tasks. Knowledge of Macintosh, Microsoft Word and Excel is essential.

DESKTOP PUBLISHING OPERATOR SECOND SHIFT (IDC)

Primary responsibilities are formatting newsletters and reports and generating tables and graphics on Macintosh system, using MS Word, Quark Xpress, Excel, Illustrator and DeltaGraph. Thorough knowledge of and solid experience using Macintosh computers are required. Also needed is the ability to work independently and conscientiously in a busy environment paying attention to detail. The ideal candidate will have 1-3 years' experience in desktop publishing, as well as some graphic design experience. This is a full time position - hours are flexible within the 3 PM to midnight time frame.

COPY EDITOR SECOND SHIFT (IDC)

Primary responsibilities for the second shift are copy editing of high-tech newsletters, bulletins, and reports, both on hard copy and on-line. The copy editor edits text, checks calculations on tables & figures, develops charts and graphs based on data provided, and works closely with authors. Strong editing and proofreading skills required. Knowledge of Macintosh systems, using Word, Excel & Quark Xpress, ideal. Experience working with charts, graphs, and tabular data is essential, as are exhaustive attention to detail and the ability to keep many jobs moving at once. Knowledge of publication layout and typography helpful. The ability to work independently is critical. The ideal candidate will have 1-3 years' experience in a high-volume environment. Bachelors' degree preferred. This is a full time position, hours are flexible within the 3 PM to midnight time frame

SALES ASSISTANT - WEST COAST (NETWORK WORLD)

The person in this position is responsible for maintaining the leads database, generating correspondence, interfacing with customers as well as other sales support duties. This individual will be reporting to the District Sales Manager. Requirements include previous office experience and proficiency with computers.

ADVERTISING ACCOUNT COORDINATOR (NETWORK WORLD)

This individual will be responsible for all advertising operations within designated sales area including receipt, logging and processing of advertising sales orders, layout specifications and requirements for accounts, contract administration and billing. Heavy phone work with clients and sales representatives. Will also assist department manager with administrative reports and act as back-up for display & classified coordinators. Requires the ability to work under pressure, handle multiple tasks at once and a willingness to learn computer systems and be very detail oriented.

SALES REPRESENTATIVE (NETWORK WORLD)

Network World is seeking a seasoned ad sales representative to work in their New Jersey regional sales office. Responsibilities include prospecting, selling within assigned territory. 5-10 years of proven ad sales experience a must.

SALES ASSISTANT (NETWORK WORLD)

This position is responsible for providing sales & research support, share-of-market tracking, maintaining the database, generating correspondence, handling filing, travel expenses and expense tracking. Will also provide backup switchboard coverage. Requires good phone presence, excellent organizational, communication and Macintosh skills. Ability to work independently and under deadline pressure is a must. Microsoft Word, Excel, Quark Xpress and FileMaker skills are a plus.

DISTRICT MANAGER WEST COAST (COMPUTERWORLD)

The individual will be responsible for selling and servicing major accounts in Northern California and Northwestern territories. Candidate should have 5 years advertising/sales experience at the senior level. Excellent written and verbal communication skills are necessary. Individual should have above average presentation skills, high energy and be a seasoned and polished professional.

SALES ASSISTANT (COMPUTERWORLD)

The individual in this position will perform administrative duties in support of sales and customer service efforts. The candidate should have good communication skills, PC experience and desire to work in a fast-paced customer focused environment.

REPORTERS (INFOWORLD) 2 positions

InfoWorld is seeking two energetic, aggressive reporters to write about the new products and trends in technology. Requires a minimum of three years reporting experience, and prefer candidates who have a knowledge of the PC industry and technology. InfoWorld is looking for curious, hard-working reporters who are fascinated by PC products and technology and have a proven ability to break news. Daily or weekly newspaper experience required. Excellent writing skills a must.

STAFF ACCOUNTANT WEST COAST (IDG BOOKS)

This person will be responsible for invoicing customers, preparing accounts receivable reports, accounting for direct mail and foreign rights income, and processing accounts payable. The ideal candidate will have a college degree, excellent organizational and communication skills, and the ability to handle deadlines in a fast-paced environment. Candidate should be detail oriented and Macintosh proficient.

SALES REPRESENTATIVE WEST COAST (IDG BOOKS)

The sales rep will handle Southern California and the Southwest territory. The individual will be responsible for meeting monthly sales goals and for account solicitation, management and customer service follow up to book retail, wholesale and software accounts. Will also be responsible for weekly feedback, forecasting and editorial research at the retail level for the territory. The ideal candidate will have a minimum of 5 years' selling experience with a minimum of 2 years' computer book retail experience. Travel required. Macintosh experience a plus, as well as good familiarity with PC's. Broad knowledge of computer industry is necessary. Candidate will report to Sales Director of IDG Books.

HUMAN RESOURCES MANAGER PART-TIME WEST COAST (INTEGRATED MEDIA)

This individual will be responsible for recruitment, employee relations, benefits, compensation, training, counseling & career development, & administration. This position will report to IMI's Publisher. Candidates should have 4+ years of HR experience with strengths in benefits, counseling and staff recruiting. A general business background is required. Previous publishing/media experience desirable. Applicants should have exceptional communication skills, a good working knowledge of PC-based systems and applications software. A general understanding of financial concepts and accounting principles a plus.

ASSISTANT TO THE PUBLISHER - WEST COAST (MULTIMEDIA WORLD)

To perform administrative and clerical tasks as determined by the Publisher of Multimedia World. In addition, responsibilities include meeting and presentation preparation, extensive customer contact and departmental expense tracking. Must be IBM PC literate. Knowledge of Word and Excel preferred. Highly organized and detailed oriented with excellent written, verbal and telephone communication skills required. Must be able to prioritize and multi-task in a fast paced environment.

COPY CHIEF - WEST COAST (MULTIMEDIA WORLD)

This person will manage the flow of editorial materials, copy edit to ensure grammatical and technical accuracy, oversee production sheets to monitor and enforce deadlines and work with freelancers and in-house writers to maintain stylistic consistency. Candidate must have worked 3-5 years on a computer magazine.

ASSOCIATE EDITOR - WEST COAST (MULTIMEDIA WORLD)

This individual will write and/or edit at least one feature and several columns each month. Technical knowledge of computers in general and multimedia is required as well as excellent writing and editing skills necessary. The ability to meet deadlines is vital and attendance at trade shows and product demos may be required. 1-2 years of computer writing experience is required.

ART DIRECTOR - WEST COAST (MULTIMEDIA WORLD)

This individual will be working alone and will design and produce each monthly issue (approx. 100 pgs.). Advanced proficiency with Quark Xpress, Photoshop etc. is mandatory. Must have 3-5 years experience in magazine design and production and be able to create and adhere to an art budget.

COPY EDITOR WEST COAST (PUBLISH!)

Job responsibilities will include copy editing, proofreading, tracking articles through production, create editorial index, read bluelines and color proofs, research and compile/fact check articles. A minimum of 1 years' experience in magazine copy editing and production is required. Working knowledge of Word and Quark XPress on the Macintosh is a must.

ADMINISTRATIVE ASSISTANT WEST COAST (PC WORLD)

The candidate will perform administrative and clerical tasks for the Account Manager and Regional Ad Director. Heavy clerical and administrative support which includes phone coverage, word processing, client contracts, filing & photocopying. This position requires an individual who is highly organized and detail oriented with excellent written and verbal communication skills. Must be familiar with the IBM PC or compatible. Must be proficient in Word for Windows and Excel. A minimum of 1 years' clerical experience required.

Job Opportunities

Revised: September 6, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	P/T Office Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG	Bookkeeper P/T	Framingham, MA	B. Thompson	(508)935-4531
IDG/NG	US Correspondent	IDG News Group,San Francisco,CA	M. Cornetta	(508)935-4734
IDG/NG	Sales Manager	IDG News Group, Boston, MA	T. Clarke	(617)423-9030
WEC	Telemarketing Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP & General Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Marketing Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	L. Connolly	(508)935-4791
CIO	Senior Writer	Framingham, MA	L. Connolly	(508)935-4791
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, Ma	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Group Mkt. Manager.Internat'l	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Sales Representative	Rochelle Park,NJ	M. Cornetta	(508)935-4734
NW	Sales Assistant	Irvine, CA	K. Schackel	(408)394-7509
NW	Adv. Account Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Administrative Assistant	CW Database, Framingham,MA	S. Perry	(508)820-8160
CWPI	Database Programmer	CW Database,Framingham, M A	J. Block	(508)935-4695
CWPI	Telephone Interviewers	CW Database,Framingham, MA	B. Sands	(508)935-4286
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Regional Mgr - Recruit. Ad.	Rochelle Park, NJ	S. Perry	(508)820-8160
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (4)	Framingham, MA	S. Perry	(508)820-8160
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Account Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Support Coord.	*InfoWorld*, Natick, MA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Rochelle Park,NJ	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Associate News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Sales Representative	Irvine, CA	D. Vieraitis	(415)312-0566
IDG/B	Staff Accountant	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
IDG/B	Page Layout Technician	Indianapolis, IN	B. Baker	(317)895-4799
PCW	Administrative Assistant	*PC World*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	PCW Fact Checker	*PC World*, San Francisco, CA	A. Kandra	(415)267-1750
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Sales Associate	*Multimedia World*, Boston, MA	I. Kane	(617)361-4246
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
IMI	Copy Editor	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IFTW	Sales Associate	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assistant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWPI/CWDD/IDG Boston/MSD	Susan Perry Louise Reed	(508)820-8160 (508)820-8162
NWW/*CIO*/IDG-NG/IMS/ETA/ Regional Offices	Mary Cornetta	(508)935-4734
IDC/T.I.S. Corp./LINK	Debbie Bernardi Dana Miller	(508)935-4361 (508)935-4133
IDG Framingham/WEC/ FCW/IDC Gov't	Elaine Ouellette Brenda Thompson	(508)935-4605 (508)935-4531
List Services/Research Services/ LPC-PCW	Brenda Thompson	(508)935-4531
IDG-Peterborough/A+/BCP/TMP	Gloria Lodge Kristin Miller	(603)924-0392 (603)924-0134
Macworld	Shelly Ginenthal	(415)978-3203
PC World/IDG Central Services	Richard Willoughby Thalia Ohara	(415)978-3205 (415)978-3204
IMI/NeXTWorld/*Publish!*/SunWorld	Denise Garcia	(415)442-0169
Infotainment World	Christine Yam	(415)349-4300
InfoWorld/IDG Books/EMS	Donna Vieraitis Carla Neumann	(415)572-7341 (415)312-0501

IDG Books Worldwide lives up to its name

Book publishing licensees in Mexico, Brazil tap eager customer base

IDG Books is steadily replicating its U.S. success in other markets around the world. IDG Books' Foreign Rights Manager **Marc Mikulich** recently visited book publishing licensees in Brazil and Mexico, two of the more than 25 licensees the book division is currently working with. Mikulich found not only expanding book publishing programs but also increased cooperation with IDG business units in each market.

"We have two publishers that are committed to comprehensively publishing IDG books in their territories," he said. "If we can achieve this in other markets, we'll be happy."

Local publisher Berkeley Brasil Editora is hitting the bestseller list with its Portuguese translations of IDG Books' "...For Dummies" series, the "...Para Leigos" editions. Berkeley also translates virtually the entire PC-based catalog of IDG Books, including its PC World and InfoWorld Technical Books titles, and *Windows 3.1 SECRETS* and *Windows GIZMOS* are Brazilian bestsellers as well.

In two years, Berkeley has licensed more than three dozen IDG titles for translation. During the same period Ziff-Davis Press has had only four titles published in Brazil. Ads for Berkeley's editions appear in IDG Brazil's various publications, and there are plans to begin selling the books through IDG's local periodicals sometime during the next few months.

BOOMING MARKET FOR BOOKS

Both Berkeley and IDG Brazil reported heavy traffic at the recent Fenasoft software exposition in São Paulo, which reportedly drew more than 1.3 million people. Berkeley sold thousands of books in four days and plans to expand its booth space next year from 100 to 240 square meters, with 100 square meters of the new space devoted to IDG Books.

Despite national inflation of 30% monthly (470% annually), Brazil is a booming market for computer books, and Berkeley is currently leading the publishing pack with its IDG Books translations.

Mexican book publishing giant Editorial Limusa/Grupo Noriega is hard at work bringing IDG Books not only to Mexico, but to the entire Spanish-speaking world. IDG's local publications are reaping benefits in the process, as well.

SUBSCRIPTION OFFERS

Limusa publishes IDG Books under its Megabyte imprint. In the back of the books readers can find subscription offers for IDG periodicals from Argentina, Chile, Colombia, Ecuador, Mexico, Peru and Spain. These offers appear not only in the Megabyte editions of IDG Books titles but in all Megabyte titles.

IDG publications are returning the courtesy in various ways. For example, *Macworld España* offers IDG/Megabyte Macworld titles as subscription premiums; IDG Mexico has provided Limusa with exhibit space at local expos.

A major provider of Spanish-language textbooks throughout Latin America, Limusa has recently succeeded in getting several IDG/Megabyte editions adopted as university texts, guaranteeing large orders and wide exposure for both the IDG/Megabyte series and the IDG publications advertised in each book.

Limusa is also looking closely at the growing market for Spanish computer books in the U.S. and expects to expand imports of IDG/Megabyte titles to meet this demand.

IDG Books photos

Marc Mikulich (right) and Limusa/ Noriega editors flank a spinner rack of IDG/Megabyte titles.

PROMOÇÃO
AutoCAD 3D

Berkeley Brasil President Ricardo Reinprecht (center) and colleagues are clearly pleased with the sales of IDG Books titles at the recent Penasoft show.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Kevin McPherson - Computerworld

ELEVEN YEARS
Paul Gillin - Computerworld

TEN YEARS
Claude Bril - IDG France

NINE YEARS
Sebastiao Meneses - IDG Brazil
Frank Cutitta - IMS

EIGHT YEARS
Marsha Acquafresca - IMS
Julia Blelock - LINK Resources

SEVEN YEARS
Miklós Horváth - IDG Hungary
Scott Lun-Duenas - IDG Central Services
Philippe Monnin - IDG France
Janet Glynn - IDG
Marianne DeLuca - IDC
Angele Boyd-Myers - IDC

SIX YEARS
Roberta Furger - PC World
Gary Beach - Computerworld
Stephanie Beach - InfoWorld

FIVE YEARS
Luis Camus - Macworld
Agnes Radnóti - IDG Hungary
Betten Talleraas - IDG Norway
Shannon Linville - SunWorld
Heather Martin Maier - PC World
Annike Beetsma - IDG Sweden
François-Yves le Gal - IDG France
Hillary Kushinsky - IDG
Milton Quiah - LINK Resources
Paul Pastrone - IDC

FOUR YEARS
Viola Farkas - IDG Hungary
Zoltán Kiss - IDG Hungary
Kriszta Selmeczi - IDG Hungary
Timea Somogyi - IDG Hungary
Éva Szegvári - IDG Hungary
Holly Klingel - Infotainment World
Patricia Ferguson - Infotainment World
Asle Reium - IDG Norway
Joe Maglitta - Computerworld
Joanie Wexler - Computerworld
Drasko Markovic - IDG Sweden
Vic Kline - InfoWorld
Debbie Bernardi - IDC

THREE YEARS
Nicklas Mattsson - IDG Sweden
Maureen Molloy - Network World
Kim Powell - IDG
Merrill Walsh - IDC
Edna Quintana - LINK Resources

TWO YEARS
Hakan Kaynaroglu - IDG Turkey
Gülistan Senol - IDG Turkey
Hüsniye Özcan Baran - IDG Turkey
Balaban Cerit - IDG Turkey
Zsuzsanna Balogh - IDG Hungary
Maria Costa - IDG Brazil
Arnie Stalheim - IDG Norway
Barbara Boyd - Integrated Media
Laurence Carton - IDG France
Sylvie Guillemin - IDG France
Deborah Capone - GITG
David Smith - IDC
Nicole Roth - IDC
Natalye Alter - IDC

ONE YEAR
Aysu Car - IDG Turkey
Ergin Tosun - IDG Turkey
Cynthia Mazzola - Macworld
Erzsébet Gazdag - IDG Hungary
Anna Kernbaum - IDG Hungary
Marisa Zampini - IDG Brazil
Joao Carlos Brito - IDG Brazil
Neuza Buzogany - IDG Brazil
Johann Armand - IDG France
Cheryl Gerber - InfoWorld
Nancy Dixon - IDG
Donna Moschella - IDG
Julie Olson - IDC
John Gantz - IDC

Chairman's achievers

Marco Tennyson
Editor-in-Chief
Computerworld Italia

Tennyson
IDG Italy

Marco Tennyson, a four-year IDG veteran, came up with the idea to introduce a new section of *CW Italia*, "Distribuire," that focuses on the country's dealers and value-added resellers. A special July issue on the Top 10 dealers/resellers featured a new layout and earned ad revenues that were well above budget.

"As a result of this new section, *CW Italia* has increased its circulation, improved advertising and entered into a new market niche," said Managing Director Brunello Bossi. "*Computerworld*'s market share has jumped by an average of eight to 10 percentage points, and customers' satisfaction has increased."

All IDG managers are invited to nominate deserving employees as Chairman's Achievers. Please request a nomination form from the IDG Chairman's office at fax 617-859-8642.

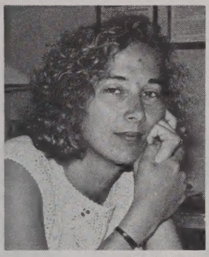
Address change

IDC China/Hong Kong and IDC's Asia/Pacific Research Center have moved to:

Suite 3004, 30/F
Universal Trade Center
3 Arbuthnot Rd.
Central, Hong Kong
Telephone: +852-530-3831
Fax: +852-537-7347

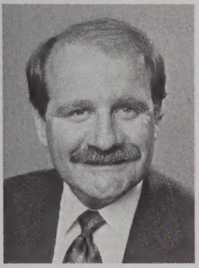
Noteworthy !

TRANSFERS


Hildebrand *World Update*

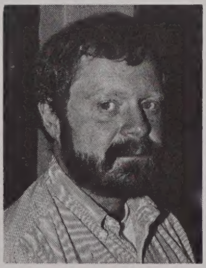
Carol Hildebrand, who joined IDG in March 1989 as a copy editor at *Computerworld* and was later named staff writer and associate editor of the management section, has transferred to *CIO* magazine where she is a staff writer.

■ ■ ■


Theobald *PCW*

Bernie Theobald, previously senior vice president/director of national accounts at *PC World*, has joined IDG's Marketing Services Division as director of national accounts. He'll be based in MSD's San Francisco office, where he will, in the words of MSD President Kelly Conlin, "become a critical component of IDG's West Coast firepower."

NEW EMPLOYEES


Lockwood *World Update*

Tony Lockwood will be primarily focusing on pricing information in his role as research editor at *InfoWorldDirect*. He previously spent 14 years at *Byte* magazine, most recently as technical editor. Tony holds a BA in English from Franklin Pierce College and devotes the bulk of his free time to renovating his 1856 farmhouse in New Hampshire.

■ ■ ■

Shannan Gehring is an account manager for *InfoWorld* at the Chicago-area sales office, providing sales support to regional sales manager Peter Oxner. She was most recently an account service representative for the Ziff-Davis Magazine Networks. Shannan has a BA in political science and English from the University of California/Davis.

■ ■ ■

Zornitza Stefanova is working as a special assistant to *PC World* President Pat Kenealy, one of three people participating in the *PCW* management associates program this year. She earned a BA in international relations from Stanford University, where she was active in the Students for Eastern European Development group. She also enjoys art and sports in her spare time.

■ ■ ■

IDC Government welcomes **Steve LeCompte** as group director of its custom research division. Steve was previously a program manager at IBM. He has a BS in physics from Miami University and an MS in physics from the University of Michigan. Outside the office, he enjoys spending time with his five children.

■ ■ ■

McGonagle *World Update*

Recently a paralegal at the Bank of Boston and Computervision Corp., **Mary-Anne McGonagle** is working in the same capacity at IDG in Framingham. She has a BA in Spanish from Bridgewater State College and an MA in Spanish from Middlebury College.

■ ■ ■

After serving as a consultant at IDC Government and assisting with several expositions at IDG Japan during the past year, **Jeffrey Silha** has settled down to a full-time job as conference manager for SunWorld Expo. He has a BBA in MIS and business from the University of Iowa; an MBA in international business and marketing from Georgetown University and a certificate in international management from the International Business Management Institute in Tokyo. Jeff enjoys golf, running and listening to jazz and blues.

■ ■ ■

Glasheen *World Update*

Carol Glasheen has joined IDC's Desktop Group as manager of primary research. She is also supporting custom consulting and serving as a liaison with other IDC primary research efforts. Carol was previously an industry analyst at Computer Intelligence, Inc. She has a BA in economics from Holy Cross College and an MBA from the University of Lowell. In her free time, Carol enjoys cross-country skiing and hiking.

■ ■ ■

Bell *IDG HR*

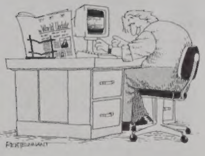
Kristen Bell is the new benefits and payroll administrator at IDG Framingham. She recently worked as a human resources assistant at Blue Cross/Blue Shield of Massachusetts. Kristen has a BA in business from Saint Anselm's College and makes time for running, aerobics and cooking.

Fowler *World Update*

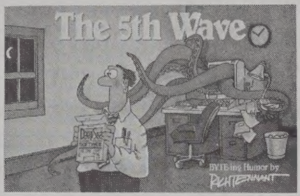
Also at IDG Framingham, **Piper Fowler** has signed on as a human resources assistant, a similar position to one she held previously at Massachusetts General Hospital. Piper has a BA in sociology and communications from the University of Vermont and enjoys skiing, boating and reading in her spare time.

Off line

Win Your Own



Off line T-Shirt

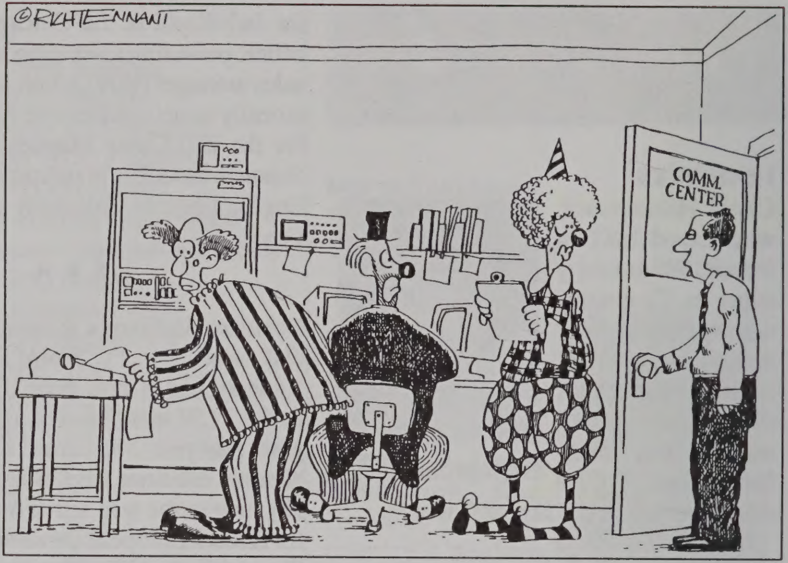


5th Wave cartoons

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, September 28. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!



IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

On line: IMS's Frank Cutitta takes a turn

- PAGE 3

***CIO* finds much to celebrate on 6th birthday**

- PAGE 4

Off site: *FCW* employee helps make wishes come true

- PAGE 5

IDG World Update

VOLUME 23, NUMBER 37
SEPTEMBER 13, 1993

CIO's first international foray meets with success

Canadian partner builds on U.S. sister publication's winning formula

CIO became the latest IDG title to test the international waters with this summer's launch of *CIO Canada*. Published by IDG's Canadian partner Laurentian Technomedia Inc. (LTI), *CIO Canada* sports the look and feel of its U.S. cousin but features editorial and advertising tailored to its Canadian audience.

The chief information officer represents a position that has become incredibly important within Canadian corporations, according to LTI Group Publisher and COO **Andrew White**. "No other computer publisher effectively serves this important group of individuals," said White, adding, "up to now, even our own publications have never really penetrated the glass ceiling to the top executive level."

CIO
CANADA
THE MAGAZINE FOR INFORMATION EXECUTIVES
Restructuring For Electronic Commerce
Premiere Issue
Changes in Canada's Equity Markets
Beaver Lumber Co. Ltd.'s Russell Banks

CIO Canada made its debut at Comdex Canada in mid-July. Initial response was so overwhelmingly positive that the publication, originally planned as a quarterly, will likely appear six times during 1994.

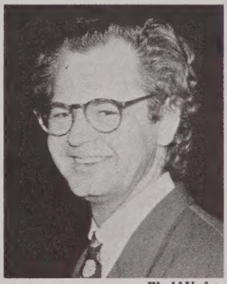
The launch was timed to do double duty, also supporting the September InfoTech show, which features the CIO Summit, an executive symposium and exhibition. "By tying the launch into the promotion for InfoTech, we were able to secure eight key advertisers, who received an ad within *CIO Canada* as part of their show sponsorship package," noted White. "This gave us the opportunity to approach other accounts with the knowledge that we already had a client base to work with and, more important, we had some revenue!" Inaugural advertisers also received a guaranteed 15% off the rate sheet for all future advertising.

LTI staff worked closely with their U.S. counterparts at *CIO* during the development of the publication. "We owe a great deal of thanks to [CIO President] **Joe Levy** and his team for all the support

-SEE PAGE 4

Computerworld hops on GPSC bandwagon

IDG's family of Global Product Support Centers (GPSC) has grown to three with the addition of a Computerworld GPSC. Like the Macworld and PC World support centers, the CW GPSC will serve as a clearinghouse to coordinate information sharing among employees in all functional areas, including editorial, sales and marketing.



World Update

Norway's Morten Hansen will head up the CW GPSC.

IDG Norway Managing Director **Morten Hansen** has been named head of the new center and has asked *Computerworld* President **Gary J. Beach** and **Jim Casella**, chief operating officer for *InfoWorld*, to join him on the management team. *InfoWorld* is a key part of the GPSC, since many of the *Computerworlds* produced by business units outside the U.S. are, like *InfoWorld*, heavily focused on the PC side of the industry. There are currently more than 40 *CW*- and *IW*-style publications

-SEE PAGE 2

GPSC

-FROM PAGE 1

produced under the IDG umbrella.

"I believe that both *InfoWorld* and *Computerworld* will benefit from a sense of community with our sister newsweeklies around the world," said Casella. "*InfoWorld*'s management team is looking forward to participating in the Global Product Support Center under Morten Hansen's leadership."

"Our people are this product line's major resource. Morten, Jim and I look forward to all the exciting revenue producing ideas that are sure to develop as our people around the world get to know each other better,"said Beach.

> ***"InfoWorld and Computerworld will benefit from a sense of community with our sister newsweeklies around the world."***
>
> **- Jim Casella, *InfoWorld***

The IDG News Service will serve as the communication center for *Computerworld* and *InfoWorld* staff around the globe. "There's broad acknowledgement that the main tool to distribute editorial resources for the CW GPSC is already in place," said **David Hill**, president of the IDG International News Group, which includes the News Service.

The CW GPSC will distribute a survey to learn what kinds of material people need, how they want to communicate, how the News Service databases should be organized and other issues.

Hansen said one of the GPSC's basic activities will be to organize an annual editorial and sales management meeting. The first one is tentatively slated for May 1994. "We're also aiming at strengthening cooperation with International Marketing Services and World Expo, which both have great potential to create additional revenue and synergies with publishing activities worldwide," Hansen said.

Network World honors top sales performers

Network World honored its most outstanding salespeople of the year during the publication's sales meeting last month.

Don Seay, Atlanta district manager, earned the 1993 "closer award" for "attaining market dominance in the face of fierce pricing pressure and for unparalleled account stewardship — the mark of true professionalism," read the citation.

Jacqui Mita DiBianca, district manager for the southern New Jersey area, was named sales rep of the year for "outstanding page and market share performance while setting an example of dedication, professionalism and positive attitude."

Joan Daly, eastern regional manager; **Dan Gentile**, Chicago district manager; and **Kim Shackel**, national account manager for the western region, received certificates of achievement for outstanding accomplishments in developing new business.

Address changes

IDC Government has moved to new offices. The group will now be located in the same building as *Federal Computer Week* and can be reached at:

3110 Fairview Park Drive
Suite 1100
Falls Church, VA 22042

Phone: 703-876-5055
Fax: 703-876-5066
703-876-5077

■ ■ ■ ■ ■ ■

The Marketing Services Division's Connecticut office has moved to:

One Landmark Square
Suite 315
Stamford, CT 06901

Phone: 203-351-1080
Fax: 203-351-1089

Calendar 1 2 3

European Managers Meeting
September 20-21
Zurich, Switzerland

Object World/Frankfurt
September 20-21
Frankfurt, Germany

MACWORLD Expo/Toronto
September 20-22
Metro Toronto Convention Center
Toronto, Canada

MACWORLD Expo/Mexico City
September 21-23
Ma. Isabel Sheraton Hotel
Mexico City, Mexico

European IT Forum
September 22-24
Venice, Italy

ComNet/Korea
September 22-25
Korea Exhibition Center (KOEX)
Seoul, Korea

Computer Security
September 29-30
Oslo, Norway

IDC Briefing Session
September 30
Hotel Nikko
Mexico City, Mexico

MACWORLD Expo/Frankfurt/Main
September 30-October 2
Frankfurt Messe
Frankfurt/Main, Germany

Business Process Redesign '93
An IDC Switzerland event
October 7
Zurich Renaissance Hotel
Zurich, Switzerland

Object World/London
October 13-15
London, England

On line

ASK FRANK

(Part 1 of 2). IDG International Marketing Services President Frank Cutitta takes a turn as this week's On line columnist. Due to the volume of questions received for Frank, the second half of his column will appear in next week's issue.

Q How do you coordinate with IMS offices on global clients who centralize their communications budgets?

A In recent years, international media buying dynamics have increased the need for scrupulous communications between all IMS operations around the world. Although many global clients are constantly shopping for "centralized" economies of scale from IDG, most have organizational structures which limit their ability to place *all* advertising through one central IMS hub. Therefore, it is imperative that IMS offices craft global media buys that match the client's organizational structure, but which also protect our international publications' yield.

Since much of the pressure for global discounting originates from the headquarters of U.S.-based IT firms, IMS/U.S. traditionally serves as IDG's institutional clearinghouse for coordinating and communicating global packaging options to the client. The ultimate challenge comes in presenting the client with consistent rate information, so that their decision on where to place international advertising within IDG is not based solely on geographic price disparities.

Q In the last two years Ziff has expanded its operations into Europe and now is claiming to be the leading IT global publisher. How are you handling this challenge both in the U.S. and internationally?

A Needless to say, Ziff cannot be underestimated, but at the same time, their claims of global power are pure hyperbole.

Any client who is marketing their product beyond France, Germany and the U.K. quickly learns the limitations of the so-called Ziff international network. Despite heavy direct investment in these three core European markets, recent events have confirmed that Ziff has been unable to sustain a profitable market position simply by buying market share. This signal was clearly sent by the recent closure of Ziff's European headquarters in Paris, rumor of probable consolidation of some of their PC and PC Direct books in Europe, and reduction of their international sales force in the United States.

Although Ziff also has a number of licensed international publications, these licensees have never been formally integrated into a centralized Ziff global network. Therefore, an advertiser must speak with a variety of fragmented independent advertising representatives in order to place a campaign across their wholly owned and licensed titles.

Most centralized global advertisers are looking for both ease of placement and economies of scale. Therefore, IMS has made a concerted effort to reinforce Ziff's ongoing turmoil in Europe and emphasize the incomparable one-stop global resources available though IDG and its IMS network. The impressive circulation and market share gains of IDG's French and German publications have also provided a powerful sales tool in such head-to-head sales situations.

Q Now and then some of our foreign publishers say they are not getting as many ad pages from U.S. advertisers as their competitors. What is your perspective on this? And what can IDG's foreign publishers do to assist the IMS sales effort so IMS has the best chance to sell U.S. advertiser pages into IDG's international publications?

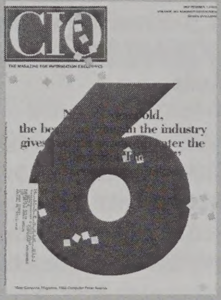
A We first must learn which clients are placing ads in the competition. This may sound very basic, but given the number of competitors in the world, we are unable to track every competitive magazine on a weekly or monthly basis. In cases where we do receive this data we must research where the international media decision is being made or influenced.

If the decision is being made directly by a U.S. vendor's international distributor or subsidiary, we must then rely on our international publishers to apply more local sales pressure at that influence point. At the same time IMS takes a service role and makes contact with the appropriate international contact at the vendor's U.S. headquarters to reinforce the message being presented by our in-country sales force.

In cases where the competitive media decision is clearly made in the U.S., the IMS sales force must determine what piece of information the client has used to base their decision on. In many instances the client may need more detailed research on the publication. In others, we may find that the foreign distributor has influenced the U.S. recommendation. Many times the decision may be made on a negotiated price alone.

In that U.S. clients and agencies operate under a much more quantitative media buying mentality, IMS frequently provides competitive data that may not seem necessary in some countries. In such instances we have found that publisher "sales missions" to the U.S. are invaluable. These team-selling tours vividly reinforce to our publishers the unique set of client demands that IMS must address. They enable us to personally flaunt our global resources to the U.S. client and agency base. Most important, they provide our IMS sales staff with face-to-face country-specific sales training in a client setting. These targeted sales missions have recently produced a quantifiable increase in IMS business.

CIO reaches milestones on 6th birthday



C*IO* magazine turns six this month with much to celebrate. The publication is about to close the books on its best year to date with both revenues and profits at record highs, noted President Joe Levy.

In addition, *CIO*, which began life as a bimonthly, then doubled to monthly and later bumped up to 18 times a year, has just announced that it will appear 21 times in fiscal '94. "Our readers were very receptive when we went to 18 times a year; they've indicated a strong desire to get more timely information on a regular basis," said Levy, adding that the decision also seems to be going over well with advertisers. "Twelve out of the first 12 clients we've approached have all increased their frequency," noted Levy.

And capping off the good news, *CIO* was recently named to *Folio* magazine's list of the 500 top publications in the U.S. (as determined by revenues). "And we didn't just sneak in at the bottom," Levy pointed out. *CIO* debuted on the list at No. 350.

CIO

- FROM PAGE 1

they gave us in the organization and implementation of the venture," said White. LTI staff was able to circumvent many of the typical problems encountered in a new launch by using the U.S. version of *CIO* as a sales tool. "We did not need to present a mock-up or spend much time explaining the concept," White noted. "Our pitch was simply, 'It will look, taste and feel just like *CIO* (U.S.) only smaller!' "

FIRST-RATE RELATIVE

"We were happy to help," noted Levy. "We supplied a lot of back issues and media kits, and answered a lot of questions. The publications look like brother and sister, and it was in our interest to do what we could to ensure *CIO* has a first-rate relative out there."

Initial distribution of the publication was a bit unusual. Approximately 1,000 issues were mailed to individuals who had responded to a promotional mailing. The remaining 6,000 issues were distributed within Canada's national newspaper *The Globe & Mail*. The paper included copies of *CIO Canada* for its executive/corporate account list in the country's major cities, thereby reducing LTI's regular postage cost by around 25%, noted White.

CIO Canada joins Laurentian Technomedia's stable of publications that includes *ComputerWorld Canada*, *InfoCanada*, *Network World Canada* and *Graduate ComputerWorld*.

SURROUND AND NIBBLE

The publication is the latest weapon in Laurentian Technomedia's assault on its No. 1 competitor — Plesman — publisher of *Computing Canada*, the country's current leading IT publication.

LTI has adopted a strategy similar to that successfully employed by a number of other IDG business units that did not initially hold the leading market position. That strategy is to surround a strong competitor's publication with a series of niche publications that nibble into its market share, and in this way, wrest total market share from the dominant company.

According to White, the strategy seems to be working. "*Computing Canada* is taking a beating. "For example," noted White, "since the launch of *Network World Canada* [now in its second year], we've taken 10% of the market from *Computing Canada*."

CW stakes claim in Canadian market

Comdex Canada served as the stage for a relaunch of Laurentian Technomedia's *Direct Access*. That publication will now be incorporated within the pages of *ComputerWorld Canada*.

"For nine years, *Direct Access* has served as the only Canadian publication directed at MIS executives. With the current titles *InfoCanada*, *Network World Canada* and *Graduate ComputerWorld*, it only made sense to bring *Direct Access* into line with the other commonly recognized IDG titles by renaming it *ComputerWorld Canada*," said LTI Group Publisher and COO Andrew White.

The *Direct Access* portion of *ComputerWorld Canada*, which has developed a large and loyal following among MIS professionals, will become more targeted to recruitment and career-oriented issues, while *CW Canada* will cover editorial for the hands-on computer professional and line managers, White noted. "The name change is making it far easier to deal with international accounts who immediately recognize the *ComputerWorld* name and understand its audience," said White.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, September 13, 1993

DIRECTOR OF CUSTOMER SERVICES & OPERATIONS (WORLD EXPO)

The candidate will be responsible for managing: Exhibitor Service and Logistics; Registration and Attendee Services; and Response Services. Excellent communication skills are required. The ideal candidate will possess at least 10 years of show experience. Ability to develop and launch new shows a plus.

DIRECTOR OF INTERNATIONAL DEVELOPMENT & SUPPORT (WORLD EXPO)

The person in this position will negotiate new opportunities Internationally. They will provide sales and support services Internationally to WEC subsidiaries and partners. This individual will promote sales of International booth space and conference seats to US Companies. Requires innovative "take charge" entrepreneurial spirit to grow the function and scope of this department Internationally and create a profit contribution to IDG World Expo. Five years computer sales experience and management experience in computer industry preferred.

SALES SUPPORT COORDINATOR (WORLD EXPO)

The person in this position will provide administrative support to VP of Sales, coordinating correspondence, managing the database, creating presentations and coordinating special projects.. Requirements include computer literacy, handling multiple projects proficiently, a professional manner, sales interest and understanding the Senior Sales Staff needs.

MARKETING SPECIALIST / EVENTS (NETWORK WORLD)

As a key member of Network World's marketing team, this individual would manage all trade shows, special alliances, award programs, event planning as well as advertising sales support and merchandising events. Excellent account service skills and an attention to detail is required. Knowledge of high-tech publishing trade show industry would be helpful plus intermediate knowledge of the Macintosh computer. College degree plus two years business experience required. US travel required approximately once a month.

ADVERTISING SALES ASSOCIATE (MACWORLD)

Primary responsibilities of this position will be to provide support for Eastern/Midwest Regional Manager and would also support New England Sales Representative. In this position, the person would be responsible for all administrative functions of ad sales, to include but not be limited to: clerical support, office support & customer support. Candidate must be motivated, organized, self-sufficient with good communication skills. Macintosh proficiency (MS Word, Excel & FileMaker Pro) a must.

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	**IDC/G**	IDC Government	Vienna, VA
BCP	Business Computer Publishing	Peterborough, NH	**IW**	InfoWorld Publishing Corp.	San Mateo, CA
IFWD	Infoworld Direct	Boston, MA	**LPC/PCW**	Lotus Publishing Corporation	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MPC**	MPC World Magazine	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**NWW**	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	**PCW**	PC World	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDG	International Data Group	Framingham, MA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG/B	IDG Books	San Mateo, CA	**TIS**	Tech. Investment Strategies Co.	Framingham, MA
IDG/P	IDG Peterborough, NH	Peterborough, NH	**TMG**	Tech Media Group	Peterborough, NH
IFTW	*Infotainment World*	San Mateo, CA	**WEC**	World Expo Corporation	Framingham, MA
IMI	Integrated Media, Inc.	San Francisco, CA			

Job Opportunities

Revised: September 13, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	P/T Office Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG/NG	US Correspondent	IDG News Group,San Francisco,CA	M. Cornetta	(508)935-4734
WEC	Sales Support Coord.	Framingham, MA	B. Thonmpson	(508)935-4531
WEC	Dir. Internat'l Dev. & Support	Fraimingham MA	B Thompson	(508)935-4531
WEC	Dir.Cust. Serv. & Operations	Framingham,.MA	B. Thonmpson	(508)935-4531
WEC	Telemarketing Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP & General Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	L. Connolly	(508)935-4791
CIO	Senior Writer	Framingham, MA	L. Connolly	(508)935-4791
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Group Mkt. Manager.Internat'l	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	Mkt. Specialist/Events	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Sales Representative	Rochelle Park,NJ	M. Cornetta	(508)935-4734
NW	Sales Assistant	Irvine, CA	K. Schackel	(408)394-7509
NW	Adv. Account Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Representative	Irvine, CA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Administrative Assistant	CW Database, Framingham,MA	S. Perry	(508)820-8160
CWPI	Database Programmer	CW Database,Framingham, M A	J. Block	(508)935-4695
CWPI	Telephone Interviewers	CW Database,Framingham, MA	B. Sands	(508)935-4286
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (2)	Framingham, MA	S. Perry	(508)820-8160
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Account Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Support Coord.	*InfoWorld*, Natick, MA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Representative	*InfoWorld*, Rochelle Park,NJ	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Staff Accountant	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Administrative Assistant	*PC World*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	PCW Fact Checker	*PC World*, San Francisco, CA	A. Kandra	(415)267-1750
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Sales Associate	*Multimedia World*, Boston, MA	I. Kane	(617)361-4246
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Customer Service Specialist	*PC World*, San Francisco, CA	N. White	(415)978-3109
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
MAC	Adv. Sales Associate	*Macworld*, Natick, MA	J. Flynn	(508)872-8600
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
IMI	Copy Editor	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IFTW	Sales Associate	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Marketing Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Executive Assistant/President	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Telemarketing Representative	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	National Accounts Manager	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

Off-site

In her spare time, *FCW*'s Deb Capone makes wishes come true

Four years ago, the daughter of a friend of *FCW* Regional Sales Manager **Deborah Capone** was battling cancer, and her young life revolved around doctor's visits and medication. A trip to Disneyland, granted by the Make-a-Wish Foundation, gave the girl and her family a chance to leave the hospital behind and spend time enjoying themselves. When Deb saw the emotional lift Make-A-Wish gave them, she decided to join the cause.

For the past two years, Deb has been a member of the board of directors for the Make-A-Wish Foundation of Greater Washington, one of 79 local offices in the U.S. and around the world that grants wishes to children with life-threatening illnesses. Deb's activities range from working with families to speaking engagements to helping organize a charity golf tournament that this year raised $90,000 — $45,000 from the federal IT community.

Searching for new ways to raise money is essential, as the Greater Washington board has never turned down a wish from an eligible child. Trips to Disneyworld are the most popular wish, followed by requests for computers — often a sick child's only way to connect to the outside world — and opportunities to meet celebrities.

"We're 100% funded through donations, and the average cost of a wish is $4,000, with some much higher," Deb said. "The board has granted 1,000 wishes in the past 10 years, and last year alone there were 200. Pediatric AIDS cases are making the numbers of wishes go up exponentially."

Deb's close ties to the federal IT community have allowed her to tap into a generous source of financial and in-kind donations. She's succeeded at not only acquiring equipment but also persuading some people to do the installation on their own time. Deb asked a friend to come with her to one girl's house to set up the equipment, and he later made the 30-minute drive three times on his own to visit and make sure everything was all right.

World Update

Working with Make-A-Wish contributors "restores your faith in human nature," Capone says.

MAKING MEMORIES

"There's nothing I can do to stop the kids from being sick and dying, but I can give them a moment in time when they are just kids, not sick kids," Deb said. "Make-A-Wish gives them something to hope for, and gives parents a memory that's very meaningful."

Deb said she often has to win over people who are hesitant to donate because they think a small contribution won't make a difference. "Those raindrops eventually make an ocean," she emphasized.

Another much appreciated gift is donated frequent flyer miles to help children and families get to their dream destination. Northwest Airlines is the airline best set up to accept donated air miles, and Deb encourages anyone interested in donating mileage or learning more about Make-A-Wish to call her at (703) 876-5100.

Leis-y days of summer

IDC

IDC employees enjoyed a Hawaiian luau, complete with dancing, food and song, during their company outing last month in suburban Boston. HR Manager Debbie Bernardi and HR Assistant Dana Miller organized the picnic with the help of an event committee. Honorary islanders included (back, left) Scott Van Campen, Bill Pickering, Deborah Butler, Mike Ault, Kathy Collins and Helen Dragoon. (Front, left) Sue Frankle, Beth Freedman, Lauren Zorfass, Renee Babineau and Caroline Michael.

Noteworthy!

PROMOTIONS

Computerworld's **Paul Gillin** has been promoted from executive editor to editor, with general oversight of news and features. "Paul's promotion recognizes his great efforts in getting out to the marketplace with readers and the vendor community, as well as his leadership on several key projects at *Computerworld*," noted *CW* Editor-in-Chief Bill Laberis. "He and I will continue to enjoy a unique relationship in overseeing the efforts of our 60-person staff."

Gillin *World Update*

■ ■ ■

Shannon Dolan, previously vice president/director of advertising sales at *Macworld*, has been named vice president/associate publisher. A six-year employee, Shannon "has been responsible for the management of one of the best sales teams in computer magazine publishing," said Colin Crawford, *MW*'s chief operating officer. "In her new role, Shannon will continue to develop key strategic relationships with *Macworld*'s customers, ensuring that *Macworld* maintains its leadership role in the industry."

Dolan *Macworld*

TRANSFERS

Ed Scannell, previously Boston bureau chief for *InfoWorld*, has rejoined *Computerworld* as a senior editor.

■ ■ ■

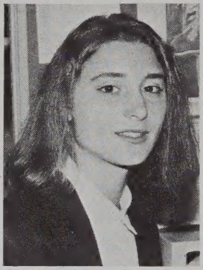
Allan Alter, formerly special projects editor for *CIO*, is now *Computerworld*'s senior editor for management.

■ ■ ■

Christine Curry, most recently Western sales manager for *Network World*, has joined *Computerworld*'s West Coast advertising sales team as district sales manager for Arizona and parts of Northern California.

NEW EMPLOYEES

Network World welcomes Copy Editor **Jodi Cohen**. A graduate of the University of Wisconsin/Madison with a BA in journalism and history, Jodi enjoys tennis, skiing and theater in her spare time.


Cohen *World Update*

Mailroom Assistant **David Clarke** is also new to the *Network World* team. He recently worked as a configuration assistant, putting manufacturing materials together into a finished item. David has an electronics certificate and enjoys tinkering with mechanics in his spare time.

■ ■ ■

IDG World Expo Show Manager **Jackie Murphy** has overall responsibility for SunWorld Expo '94. She most recently worked as an independent consultant managing LotusWorld '93 and ALEX '93 and before that was Comdex conference manager for The Interface Group, Inc. Jackie has a BA in communications and English from Boston College and enjoys travel, art and strolling the beach in Scituate, Mass.

Murphy *IDG World Expo*

■ ■ ■

Sales Assistant **Denice Richards** is working with district sales manager Sharon O'Brien in *Computerworld*'s new Chicago office. Denice recently worked on voter registration and other grass-roots issues as a field organizer for a nonprofit organization. A dog lover, Denice also enjoys music, politics and reading.

In Framingham, Telemarketing Sales Manager **Connie Martin Kearins** is managing *CW*'s product classified advertising. She was most recently national sales director at *Magazine Week*. Connie has a degree in sociology from St. Michael's College and enjoys sailing off Cape Cod with her husband in her free time.

■ ■ ■

Previously an account representatitve for Ziff Davis Publishing, **Julie Denny** has signed on as an account manager for *InfoWorld*, supporting the publication's Northern California/Utah region. She has a BS in business administration and marketing from California State University/Fresno and makes time for swimming, step aerobics and hiking.

Denny *InfoWorld*

■ ■ ■

IDG Research Services Group welcomes Associate Research Analyst **Michele Silverio**, who previously worked as a market analyst at the Bank of Boston. She has a BS in business administration from St. Michael's College and enjoys hiking, running and cooking in her spare time.

■ ■ ■

Jim Gregory has been hired as vice president of technology for IDG's new San Mateo, Calif., business unit, Electronic Marketplace Systems. He will be involved in obtaining, developing and implementing systems technology to support EMS' product and service offerings. Jim has more than 20 years experience developing systems and information-related services in a variety of manufacturing and service industries, most recently as principal at California Financial Technology. He has a Ph.D in operations research and other degrees in statistics, finance and electrical engineering, all from Stanford University. Outside the office, Jim enjoys music, woodworking, sailing and volunteer consulting.

Gregory *EMS*

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Jane Creighton - IDG

TWELVE YEARS
Gloria Lodge - IDG Peterborough

TEN YEARS
John Gallant - Network World

NINE YEARS
Cheryl Crivello - Network World

EIGHT YEARS
Nicanor Perez y Vega - IDG Venezuela
Mary Gibbons - IDC

SEVEN YEARS
Philippe Mingori - IDG France
Sylvie Neuhoff - IDG France

SIX YEARS
Claire Leroy - IDG France

FIVE YEARS
Amy Striplin - PC World
Walter Miao - LINK Resources

FOUR YEARS
Christina Olschläger - IDG Germany
Earlene Sabin - IDG

THREE YEARS
Peter Guastella - Integrated Media
Kenneth Wong - Asia Computerworld
Teresa Lui - Asia Computerworld
Frédéric Pelloud - IDG France
Aude Cottin - IDG France
François Montel - IDG France

TWO YEARS
Cynthia Grossman - PC World
Brandon Nordin - IDG Books
Björn Welin - IDG Sweden

ONE YEAR
Laurianne McLaughlin - PC World
Georg Renelt - IDG Germany
Heike Kaltschmidt - IDG Germany
Christina Andersson - IDG Sweden
Anders Engström - IDG Sweden
Lucy Thompson - IDG Books
Marnie Butler - IDC

Chairman's achievers

Tietoviikko Editorial Staff
Oy Talentum Ab

Despite the severe economic recession in Finland, the *Tietoviikko* editorial staff has been able to re-direct the publication's editorial content and design to the point where it is unquestionably the country's No. 1 source of information for IT professionals and businesses.

According to Ulla Takala, director of IT publications, this is exceptional because all the new features — seven magazine-style supplements, plus buyers' guide features, buyers' scorecard studies, and other special sections — have been introduced at a time when the number of staff members has decreased from eight to six. In addition, the average page count of *Tietoviikko* has exceeded the page count originally budgeted for.

"These features have been managed with tight cost control and with a unanimously accepted attitude to find the best ways to guarantee quality but not exceed budgeted costs," Takala said.

The revitalized publication has increased its already high standing among readers and advertisers. Advertising income, especially display ads, has well exceeded the budget, and *Tietoviikko*'s market share of IT display ads has clearly increased.

IDG managers may nominate Chairman's Achievers by requesting a nomination form from the Chairman's office at fax: 617-859-8642.

Oy Talentum Ab

(Seated, from left) Timo Tolsa, editor-in-chief; Riita Gullman, design editor. (Back, left) Leila Nurminen, design editor; Irma Svan-Santero, design editor; Eija Seppänen, managing editor; Mikael Sjöström, editor.

Address change

TPD Publishing Ltd., IDG's licensee for *SunWorld U.K.*, has moved to:

Long Island House
1-4 Warple Way
London W3 0RG

Telephone: +44-81-740-1740
Fax: +44-81-740-1741

Off line

Congratulations to all our enthusiastic caption contributors. Winner Milford Sprecher will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.

HONORABLE MENTIONS:

"Well, that's a new way to open Windows!"
- **Louise Myerow**, IDG World Expo

"I don't think that's what they meant when they said, 'Hit Enter' in the manual."
- **Brent Williams**, IDC West

"Edgar, I see that you have given the computer more RAM!"
- **Simon Salamon**, LINK Resources

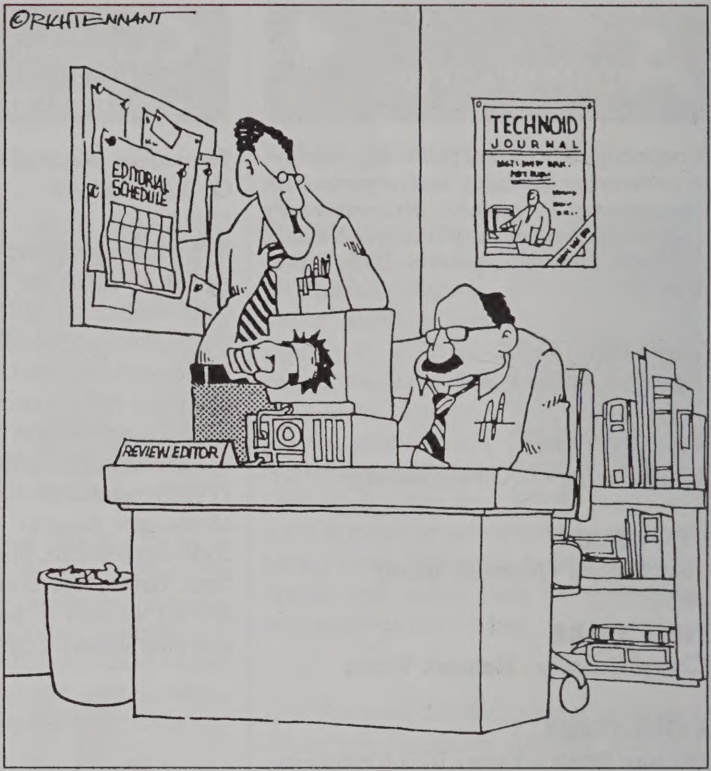
"Well, that's certainly one way of stopping the presses!"
- **Gloria Ciolek**, Computerworld Database Division

"You know, you could have just punched the delete button."
- **Marc Calvanico**, *InfoWorld*

"I told you the piece needed a better punch line — not for you to punch the line!"
- **Miriam Karlin**, IDG

"Out of the question for our awards feature?"
- **Martha Stephens**, IDG

"I know we've gone to a computerized attendance system, but that's still not a valid excuse for punching the time clock."
- **Greg Cline**, IDC Government



"Not quite got the hang of touch screen, eh Arnold?"
- **Milford Sprecher**, IDC Government

"Our hard-hitting reviews editor strikes again."
- **Marc Mikulich**, IDG Books Worldwide

"Well, let's get a feel for their technical support policies by sending you and the monitor back still connected."
- **Alan Jones**, *Australian Macworld*

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

On line: Frank Cutitta spells out challenges for IMS

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Who are we? IDG's U.S. demographic report sheds some light

- PAGE 4

One for the road: *IW*'s Patrick Lyons shows off his wheels

- PAGE 7

IDG *World Update*

VOLUME 23, NUMBER 38

SEPTEMBER 20, 1993

New program promotes volunteerism

World Update

Nicole Kassel (l) and Mary Dolaher are among the Council's charter members.

IDG and its employees have long been involved in a variety of charitable causes and volunteer organizations. Each Christmas, Boston-area employees collect toys for local children at the annual holiday party. Hundreds turn out every year for the annual AIDS walk-a-thons held around the country; IDG is a four-year corporate sponsor of the Boston event. Individuals contribute their time

- SEE PAGE 2

MSD signs $90M in FY93 contracts

Top accounts boost spending by $18 million

IDG's Marketing Services Division announced last week that it will close the year with more than $90 million in signed Market Access Program (MAP) contracts.

The Market Access Program, IDG's U.S. publication network, promotes the value of reaching all the influential readers of IDG's publications. Now in its second year, the program was designed to help advertisers understand how, together, the IDG publications reach the broadest spectrum of purchase influencers for high-technology products.

"MSD is playing a very critical role in achieving IDG's long-term goals by boosting our share of market at our largest accounts and emphasizing IDG's unique capability to provide global solutions to the marketing challenges of our IT customers," said IDG Chairman **Pat McGovern**. "I shared the great expectations that our U.S. publishers had when

- SEE PAGE 4

YOU AND YOUR CUSTOMERS

World Update

(From left:) MSD's Libby Levinson, Jennifer Rizzo, Greg Titus, Brian Ormsbee and Joanne Wittren look over some of the group's new marketing materials.

Volunteerism

- FROM PAGE 1

and money to literacy programs, homeless shelters, soup kitchens and hospitals.

With the formation of the IDG Chairman's Council, Boston-area employees will now have a chance to work together in a variety of short- and long-term projects designed to benefit the communities in which we live and work.

The IDG Chairman's Council consists of 12 employees, each of whom will serve eight to 12 months. During that time, Council members will each organize two to three events of their own choosing, publicizing them and recruiting IDG employees, their families and friends to participate in the projects. The Council meets monthly and is open to all employees in the Framingham-Boston area.

Current members of the Chairman's Council include: **Mary Dolaher, Nicole Kassel,** and **Donald Young,** IDG headquarters; **Kim Myhre, Bob Callery, Dana Miller** and **Deb Bernardi** of IDC; **Scott Finlay,** *Network World*; **Nancy Ferguson** and **Chris Blanchard,** IDG World Expo; **Paula Marcotte,** CWDD; and **Judy Schultz** *Computerworld*. A variety of events are currently in the planning stages. Below an update on these projects and information on how you can get involved.

■ **Big Brothers/Big Sisters of South Middlesex.** This agency matches adult volunteers with children in need of positive role models. Employees are invited to attend an informational meeting on Wed. Oct. 6 at 12:30 in the Sullivan Conference Room at 5 Speen St. in Framingham. A representative from the Big Brothers/Big Sisters organization will make a short presentation and answer any questions you may have. Lunch will be provided. Call Paula Marcotte at 508-938-4684 to reserve a seat.

■ **Turkey Giveaway.** On Sat. Oct. 23, the Chairman's Council is sponsoring a combination garage, craft and bake sale open to the public at the *Computerworld* building on Cochituate Road. All items will be donated by IDG employees and the proceeds will be used to purchase turkeys for needy families at Thanksgiving. In addition to donating items for the sale, employees are needed to handle a variety of tasks before and on the day of the sale. Please contact Judy Schultz or Ellen Cross at 508-879-0700 if you'd like to help.

World Update

IDG Chairman's Council members include (from left) Chris Blanchard, Debbie Bernardi, Bob Callery, Nancy Ferguson, Dana Miller, Paula Marcotte, Kim Myhre, Judy Schultz and Scott Finlay.

■ **Women's Independence Network (WIN).** WIN is a non-profit organization dedicated to battling domestic violence in Metrowest communities. Council member Nancy Ferguson is organizing a drive to collect items for WIN Haven, a shelter for battered women and children. More information about the drive will be available soon. Anyone wishing more information about the organization or how they can help may contact Nancy at 508-820-8694.

■ **South Middlesex Opportunity Council (SMOC).** The SMOC offices in Framingham and Marlboro run day care programs for low-income families in the surrounding area. Nancy Ferguson, Debbie Bernardi and Dana Miller will be coordinating "The Giving Tree Project" this holiday season. Trees will be placed at each Boston-area business unit decorated with ornaments that list items needed by families served by SMOC. Employees may select one or more ornaments and purchase the items to be given to the family. More information will be available as the holiday season approaches.

■ **Environmental Committee.** This group will tackle such issues as IDG recycling efforts, assisting local towns with park clean-ups, tree planting and other activities. The group will also be organizing an IDG Environmental Awareness Week. Look for specific dates, places and topics in future issues of *World Update*. If you are interested in participating on the Environmental Committee, contact Bob Callery at 508-935-4240 or Kim Myhre at 508-935-4624.

■ **City Year.** On Saturday, Oct. 23, a team of IDG employees, friends and family will participate in the 5th Annual City Year Serv-a-thon. City Year is an organization made up of more than 300 young people, ages 17 to 23, who commit to a year of full-time community service. The Serv-a-thon, an eight-hour, one-day-per-year fundraising event, gives hardworking volunteers the opportunity to make a difference in the community by raising much-needed money for City Year. The registration deadline for the Serv-a-thon is Oct. 8. To obtain a registration form and pledge sheet, call Donald Young at 617-534-1205 or Chris Blanchard at 508-820-8629.

If you would like more information about the Chairman's Council or any of the projects currently under way, call the Chairman's Council Hotline at 508-820-8644 and leave a message. A Council member will return your call.

On line

ASK FRANK

(Part 2 of 2.) IDG International Marketing Services President Frank Cutitta takes a turn as this week's On line columnist.

Q What are your strongest selling points with advertisers, and what customer objections (to taking space in IDG magazines) do you hear most often?

A For clients who are establishing a truly centralized global media and budget strategy, IMS's strongest selling points are ease of placement, global discounts, fixed rate of exchange and high quality translation services. However, none of the aforementioned selling points are useful until we first establish the strategic importance of the target country and the quality of IDG's editorial product and advertising environment therein.

Not unlike selling domestic publications, the most typical customer objections we receive are related to the positioning of a specific IDG publication versus its competition. This is compounded by U.S. advertisers being accustomed to volumes of syndicated competitive research on virtually any domestic IT publication. Many new-to-export clients do not yet understand that such detailed research is not available in many international markets.

As mentioned earlier, we are highly dependent on our international counterparts to offer the additional quantitative sales ammunition and market research necessary for us to address the client or agency objections. We also devote a tremendous amount of time to developing competitive analysis and market research reports within our U.S. office.

Finally, perhaps the most challenging objection received from large multinationals is related to their inability to receive IDG global discounts on totally decentralized international campaigns.

Q Do you feel IDG would be better served if IMS was a service department rather than a profit center?

A Having worked under both scenarios, from a departmental motivation standpoint I personally feel that IDG is best served by keeping IMS a profit center. Despite the typical pressures to control expenses and increase revenues, a profit center approach creates a much stronger feeling of entrepreneurial spirit and departmental accomplishment.

Given the nature of global advertising sales there will always be a considerable amount of IMS time devoted to purely institutional service which has no direct revenue return to the IMS bottom line. It is has been my experience that IDG headquarters has always taken into consideration the less quantifiable, yet critical service center component of IMS's business when evaluating our overall financial performance.

Therefore, I feel that a change back to a service department could by definition result in a risky psychological shift of our priorities away from selling.

Q With the growth of the international market, do you see the necessity of funding from corporate to keep pace with the market?

A I feel the establishment of Global Product Support Centers sends a signal that corporate realizes the necessity for broader editorial, promotional and research tools required to keep pace with the international market. Yet since the GPSCs are linked to specific product lines, there still remains the age old decentralized challenge of who should fund the "unified" IDG corporate message to the global client base.

In the U.S., MSD has begun to incorporate this unified global message into its key promotional materials. The possibility of an MSD-type structure in Europe is currently under discussion and has great possibilities for similar pan-European sales and marketing efforts.

Finally, from an IMS standpoint I feel the greatest investment that corporate could make would be in projects which stimulate sharing of the enormous international informational resources which already exist within the company. The development of a global key client database is an example which jumps to mind almost immediately. I feel that such resources could be invaluable to all IDG divisions that are selling international products or services.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern and President Walter Boyd. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.

Question for (check one):

☐ **Pat McGovern**
☐ **Walter Boyd**
☐ **Kirk Campbell IDC**
☐ **Bengt Marnfeldt IDG Sweden**

MSD

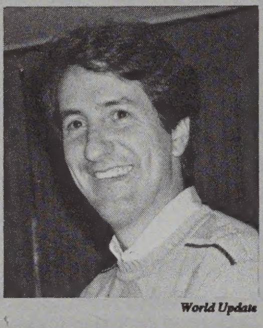
- FROM PAGE 1

they decided to establish MSD, and I am delighted that these high expectations are being more than fulfilled.”

Over half of IDG’s U.S. advertising revenue now comes through MAP contracts, highlighting the importance of providing added services and support to those customers, and delivering access to IDG’s multiple resources.

“MAP’s success proves the value we can unleash when we all work more closely together,” said MSD President **Kelly Conlin**. “The success of MAP is due to the commitment of every sales rep in the company to work cooperatively for the benefit of our top customers.”

> *“The success of MAP is due to the commitment of every sales rep in the company to work cooperatively for the benefit of our top customers.”*
> -Kelly Conlin



World Update

Earlier this month, Conlin visited the U.S. sales offices to outline MSD’s progress to date and plans for the next fiscal year. “Now that we have been at this for two years, there’s an expectation that we will repeat many of our most successful activities like the Global Summit — a conference on how technology companies can more effectively target their products — the advertising program and the research,” Conlin said. “So it was fun to talk about not only repeating these activities but also our plans for enhancing them.”

The most noticeable change in MSD as the fall selling season begins is the added “horsepower” of the sales team, to which four account directors have been added over the summer. “We have added some exceptional talent to an already talented group,” Conlin said, citing the hiring of **Scott Frank** from Ammirati & Puris, **Pam Fleming** from Symantec, and the promotions of **Bernie Theobald** from *PC World* and **Joan Daly** from *Network World* into the MSD ranks. Together with **Val Landi, Peter Horan, Mike Rogers** and **Craig Rockhold**, “we have the finest network sales organization in the industry,” Conlin added.

The sales team will also have an improved “infostructure” based on the work **Laurie Morgan**, MSD’s director of sales operations, has done in building a client-server sales information system that will give MSD accurate and timely account spending information. Along with **Kevin Octavio**, who recently joined MSD operations from *PC World*, Laurie will use the database to identify spending trends and spending upgrade opportunities.

Conlin said the sales structure has also been helped considerably this year by the addition of two account analysts, **Scott Kleinman** and **Chris McAndrews**, as well as the assistance of **Jay Lampus** and **Nancy Dixon. Libby Levinson**, assistant to the president, continues in her role as MSD’s ‘air traffic controller.”

The marketing program, led by Marketing Director **Greg Titus** and the team of **Joanne Wittren, Brian Ormsbee** and **Jennifer Rizzo**, will also introduce new promotion materials this fall along with the next wave of the “Buying IT in the ’90s” research, focusing on methods of profitably segmenting the market.

“When we began MSD two years ago, we faced the challenge of creating a service that was both tactical — developing a publication network — and strategic — delivering insight into market trends,” Conlin said.

“In the end, of course, it was all meant as a way to provide IDG with more revenues through these stronger relationships. Given that the $93 million in MAP contracts is $18 million more than those same customers spent with us last year, we’re well on our way toward that goal,” Conlin added.

HR report profiles U.S. employees

Few of us want to be considered average, but if you’re female, 34 years old, married — or then again, not — and have been with IDG for one to three years, you do, in fact, fit the profile of an “average” IDG U.S. employee.

The source for these — and a whole lot more — employee-related facts is IDG’s biannual Employee Demographics Report. Every two years, IDG Corporate Human Resources undertakes the enormous task of collecting and compiling detailed demographic information about the employees at IDG’s U.S. business units. The information goes a long way toward providing an accurate picture of IDG at a given moment in time, says **Susan Rogers**, director of compensation, benefits and HR systems, who heads up the project.

The information, which concerns everything from salary to length of service, age, marital status, and choice of health insurance, is primarily used for benefit design, employee relations programs and long-range planning, notes Rogers. “It’s a great way for us to identify and track trends among employees so that we can tailor our programs to address their needs and concerns.”

For instance, IDG’s U.S. employee population is a little older (one year) and a little more married (50% as opposed to 47%) than two years ago, with the majority of employees falling between the ages of 25 and 34. Not surprising, given these demographics, pregnancy-related claims comprise the largest percentage of insurance claims, accounting for almost 40% of the company’s annual medical claims.

It was due, in part, to these findings, noted Rogers, that IDG negotiated the recently announced well-child care benefit under the company’s John Hancock medical plan.

On the next page, some selected findings from this year’s report.

IDG JOB OPPORTUNITIES

Monday, September 20, 1993

LIST SALES REPRESENTATIVE (IDG LIST SERVICES)

Responsibilities include managing various list rental activities. Candidates should have 2-3 years proven success as a telemarketer or inside sales representative, strong written communication and organizational skills, as well as be customer focused and detail-oriented. Word-processing and list rental knowledge helpful.

GENERAL MANAGER / VICE PRESIDENT - COMNET (WORLD EXPO)

The person in this position will create, develop and manage industry events, shows, conferences and programs. Excellent knowledge and experience of the data communications, networking and internetworking industries and technologies. Ten to fifteen years experience in the Computer Industry desired. Trade show management and development is a plus.

TELESALES REPRESENTATIVE (WORLD EXPO)

This position requires outbound phone calling to potential conference attendees, presenting benefits of conference program and closing sales. This position also requires responding to incoming phone calls,providing follow-up support and maintaining customer database. Two to three years outbound telesales experience preferred. Hi-tech background required.

DATA ENTRY SPECIALIST (WORLD EXPO)

Overall responsibilities will be to provide data entry support for the internal exhibitor databases. This candidate will have to be PC literate and proficient. Prior data entry experience preferred. Ability and desire to maintain high quality standards in a changing environment is required.

ADMINISTRATIVE ASSISTANT (WORLD EXPO)

This person will be responsible for producing presentation quality materials for a small team of show managers. Demonstrated secretarial and administrative management skills are required. Good interpersonal skills are also necessary. The candidate should have word processing skills, knowledge of spreadsheets and E-Mail. Microsoft Word and Lotus preferred.

CONSULTING MANAGER (IDC)

The Consulting Manager will support the Desktop Consulting group on the West Coast. The candidate must have a proven track record in managing and supporting the sale of consulting assignments for IDC client base-like companies. College degree a must, advanced degree a plus. Must be knowledgeable in both research and analytical techniques and high technology subjects. Will report to IDC's Director of Desktop Consulting. The position will be located in the Mountain View, CA office.

RECEPTIONIST (IDC)

Responsibilities in this position will include greeting clients, switchboard operation, coordinate temporary receptionist coverage and prepare and handle overnight shipping services for the entire office. The individual may also be asked periodically to perform general clerical duties including but not limited to typing/wordprocessing, photocopying and binder/document assembly. Candidate must have had a least 1 year prior experience in a general clerical position that included heavy phone coverage. Macintosh knowledge a plus.

RESEARCH ANALYST: PC SOFTWARE (IDC)

This person will work in IDC's PC Software research program. The candidate must have some demonstrated knowledge of the PC software market and players as well as writing and analytical skills. The job entails researching and writing reports on various PC software markets, interfacing with vendors for data gathering, answering inquiries for clients under the analyst-on-call program and supporting ad hoc consulting projects. The candidate will work under the direction of the program's research manager out of our Framingham office.

ADMINISTRATIVE ASSISTANT (IDC)

This position will provide general office work (typing, filing, contracts & mailings), heavy phone work and client interaction. Candidate must be dependable, professional and have the ability to handle multiple tasks. The position is part time, working 4-5 hours per day.

SALES CLERK (IDC)

The position will provide general office help, including typing, filing and copying. Requires previous experience and reliability. This is a part-time position working approximately 8-2 hours per week.

ASSOCIATE NEWS EDITOR (NETWORK WORLD)

The Associate News Editor is responsible for editing news and section copy and working with reporters to generate breaking news, as well as analysis and trend stories. Candidate should have at least 4 years experience in reporting, the proven ability to deliver clean, well-written copy, solid understanding/mastery of technology, the ability to coordinate multiple responsibilities and proven planning abilities.

ADVERTISING / BILLING COORDINATOR (NETWORK WORLD)

Responsible for all advertising operations including receipt, logging and processing of advertising sales orders, layout specifications and requirements for accounts, contract administration and billing. Heavy phone work with clients and sales representatives. Will also assist department manager with administrative reports and act as back-up for display coordinators. Ability to work under pressure, handle multiple tasks, a desire to learn computer systems and be very detail oriented required.

EDITORIAL ASSISTANT (NETWORK WORLD)

The person in this position must have the ability to handle multiple tasks, such as filing, mail, dealing with couriers, faxing, photo copying and ordering office supplies for a small office of four journalists. Light research may be required. Excellent phone skills necessary. This part-time position (20 hours a week) is located in Washington, DC.

EDITOR (INFOWORLD)

InfoWorld's Reviews & Testing department is looking for an experienced editor to contribute to its coverage of Macintosh systems and applications. The qualified candidate will have 3-5 years of editorial experience in computer press, as well as hands on experience with Macs and Mac applications. This position is a temporary full-time position.

EXECUTIVE EDITOR / DESIGN (INFOWORLD)

Infoworld is looking for a talented, experienced graphic designer to serve as the publication's Executive Editor/Design. The position will be responsible for creating, executing, and maintaining the overall design of the weekly tabloid, as well as managing the editorial art department on a daily basis. The position will report to the Editorial Director. Qualified candidates should have a minimum of 8-10 years experience in publication design, preferably with daily or weekly newspapers or weekly magazines. Candidates should have mastery of QuarkXpress, Adobe PhotoShop, Adobe Illustrator and Freehand, and a proven track record as a stong, talented manager of people, budgets, and resources.

FOREIGN & SUBSIDIARY RIGHTS ASSISTANT (IDG/BOOKS)

The candidate will work directly with the Foreign & Subsidiary Rights Manager in all areas of domestic and international licensing, including book club, calendar, electronic, serial, etc. Specific duties will include maintaining databases, contract preparation, book and catalog submissions, production liaison, contract flow follow-up and filing correspondence.

DIRECTOR OF MARKETING (IDG/BOOKS)

Responsibilities include world-wide market research, packaging, promotion, merchandising, trade shows, catalogs and advertising. Five years of experience in managing a fast-growth book, software or mass market products. The position will also require budget and personnel responsibilitiies, organizational, planning and creative skills are essential.

RECEPTIONIST (INFOTAINMENT WORLD)

The primary responsibilities will be to direct telephone calls and serve as the primary contact for clients, vendors, etc. Minimum of 1 year office experience and word processing on a Macintosh are necessary to provide general administratvie support.. Position requires excellent organizational and communication skills.

SENIOR DESIGNER (INFOTAINMENT WORLD)

Responsibilities will include the design and layout of editorial content for *GamePro* and *SWATPRO*. Design experience, as well as knowledge of production and 4-color printing necessary. Fluency in Macintosh, specifically Freehand, Illustrator, and Photoshop. Five years experience in a publishing/deadline driven environment required. Ideal candidate will be a spirited team player who invites challenges and is able to work in a high paced work environment.

NEWSSTAND SALES SPECIALIST (INFOTAINMENT WORLD)

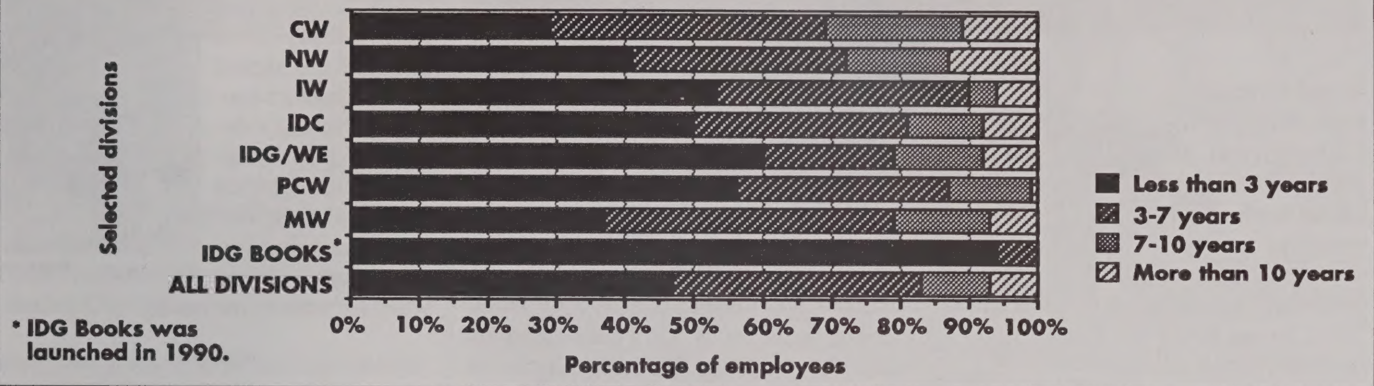
Requirements include sales, marketing and presentation skills, circulation analysis and customer service experience with magazine newsstand sales and distribution. The candidate must be extremely organized with excellent communication skills. Macintosh proficiency on Microsoft Word and Excel is necessary.

Job Opportunities

Revised: September 20, 1993

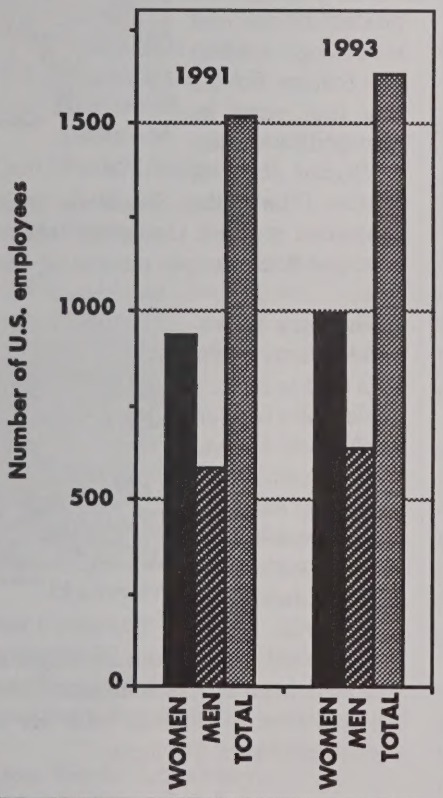
Division	Title	Publication/ Location	Contact Manager	Phone
IDG	List Sales Representative	List Services, Natick, MA	B. Thompson	(508)935-4531
IDG	P/T Office Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG/NG	US Correspondent	IDG News Group,San Francisco,CA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Data Entry Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representative	Framingham, MA	B. Thompson	(508)935-4531
WEC	General Manager/VP	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Dir. Internat'l Dev. & Support	Fraimingham,MA	B Thompson	(508)935-4531
WEC	Dir.Cust. Serv. & Operations	Framingham,.MA	B. Thompson	(508)935-4531
WEC	Telemarketing Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP & General Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Associate Editor	Framingham, MA	L. Connolly	(508)935-4791
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
IDC	Sales Clerk	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst/PC Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Receptionist	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Mkt. Manager.Internat'l	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Advertising/Billing Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Mkt. Specialist/Events	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Sales Representative	Rochelle Park,NJ	M. Cornetta	(508)935-4734
NW	Sales Assistant	Irvine, CA	K. Schackel	(408)394-7509
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Administrative Assistant	CW Database, Framingham,MA	S. Perry	(508)820-8160
CWPI	Database Programmer	CW Database,Framingham, M A	J. Block	(508)935-4695
CWPI	Telephone Interviewers	CW Database,Framingham, MA	B. Sands	(508)935-4286
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWPI	Account Executive (1)	Framingham, MA	S. Perry	(508)820-8160
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (4)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Account Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Sales Support Coord.	*InfoWorld*, Natick, MA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341I
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Staff Accountant	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Administrative Assistant	*PC World*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	PCW Fact Checker	*PC World*, San Francisco, CA	A. Kandra	(415)267-1750
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Sales Associate	*Multimedia World*, Boston, MA	I. Kane	(617)361-4246
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Southwest Account Manager	*Multimedia World*, Irvine or L.A.,CA	P. Navone	(415)267-1769
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
MAC	Adv. Sales Associate	*Macworld*, Natick, MA	J. Flynn	(508)872-8600
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
IMI	Copy Editor	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Editor - Reviews	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Designer	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

Staying power

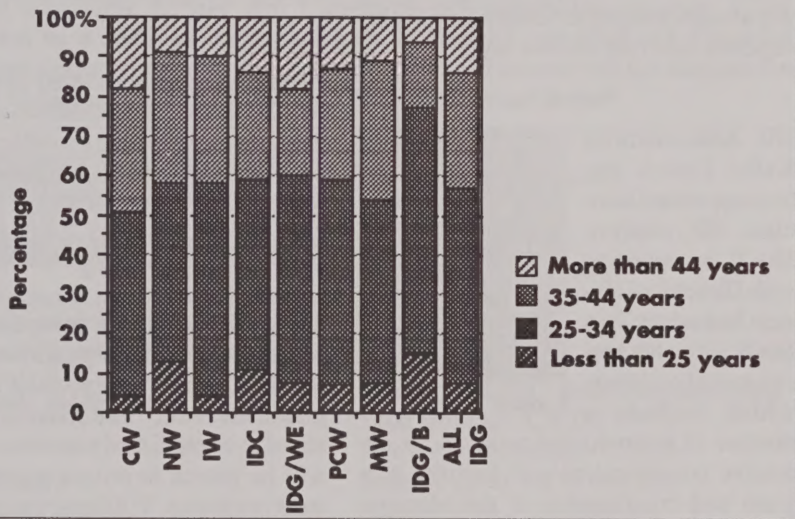


* IDG Books was launched in 1990.

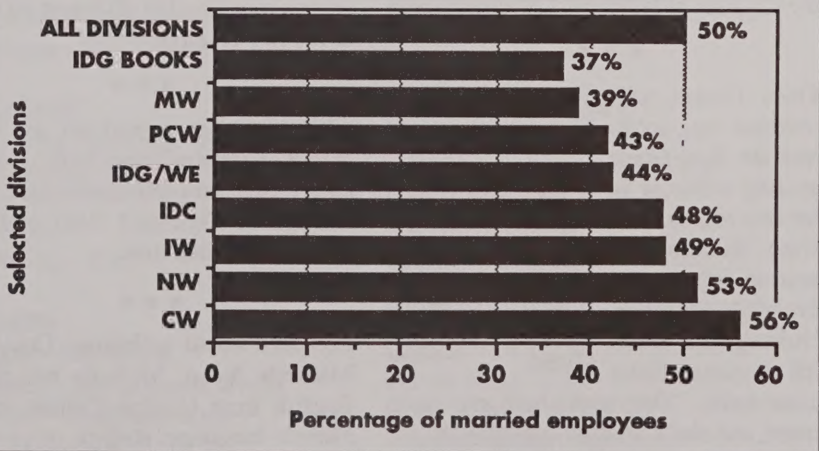
♀ vs. ♂



How old are you now?



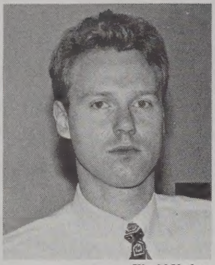
For whom the (wedding) bells toll



IDG/B = IDG Books Worldwide
MW=Macworld
PCW = PC World
IDG/WE = IDG World Expo
IDC = International Data Corp.
IW = InfoWorld
NW = Network World
CW = Computerworld

Noteworthy!

PROMOTIONS


Ferris
World Update

John Ferris, formerly payroll and HR systems administrator, has been promoted to associate compensation and benefits analyst "John brings strong analytical and research skills to his new position," said Director of Compensation, Benefits and HR Systems Sue Rogers. "He's currently pursuing his MBA and always looking to further develop his expertise and take on new tasks."

■ ■ ■

Lynch
World Update

HR Administrator **Kelly Lynch** has been appointed associate HR analyst. She'll be working with Director of Human Resources Tom Mathews on his new responsibilities, which include a number of international projects, an executive compensation and benefits program and coordination of the Management Publishing Institute. "Being a self-starter in the IDG environment is a must, and Kelly has clearly demonstrated that she has a lot of initiative," Mathews said.

■ ■ ■

Guest
World Update

Theo Guest will continue to coordinate the East Coast training calendar in her new role as associate Human Resources representative while adding recruiting and other HR responsibilities to her duties. "Theo works hard, she works smart, and she's creative in getting the job done and understanding the needs of the organization," said Elaine Ouellette, director of the Human Resources Services Division

NEW EMPLOYEES

Mike Vizard, formerly news editor for *Digital News & Review*, is now *Computerworld*'s senior editor for personal computing.

■ ■ ■

Nanette Buckhout has been named executive assistant to *InfoWorld* Editor-in-Chief Stewart Alsop. She previously served as a marketing assistant at General Magic and before that worked with Alsop when he edited *P.C. Letter*. Nanette enjoys tennis and watching football in her off hours.

■ ■ ■

Brad Shaw has been hired as a sales rep for IDG Books' northeast/mid-Atlantic region. He recently held a similar position at Ziff-Davis Press. Brad earned a BA in history from the University of Massachusetts.

■ ■ ■

Chris Williams has been hired as the Massachusetts-based publishing director for IDG Books' new product line, "Programmers Press." The books in this series, slated to be published sometime next year, will be geared to programmers and systems engineers. Williams was previously president of Benchmark Production, an electronic book publishing house. He has a BS in business from Boston College and enjoys spending his off hours taking care of his two children.

■ ■ ■

Lisa Hall has signed on as *Network World*'s district manager for Northern California. She attended California Lutheran College in Thousand Oaks and enjoys sports in her free time.

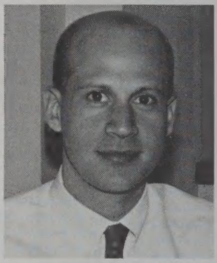
■ ■ ■

Computerworld welcomes Copy Editor **Michelle Keyo**. Michelle has a BA in English from Gordon College and lists French language studies, soccer, rock climbing, sky diving and photography among her interests.

Bruzual
World Update

Also at *Computerworld*, **Jose Bruzual** has signed on as a graphics specialist. He has a degree in graphic design from Lyndon State College in Vermont and enjoys cycling and skiing when he's not in the office.

■ ■ ■


Melnitsky
World Update

Test and Reviews Editor **Stuart Melnitsky** will be overseeing *Network World*'s foray into product review and technology evaluation articles. For the past four years he managed the test labs at *Digital News & Review*. Prior to that, Stuart was an MIS consultant at Clark University where he managed three campus computing facilities.

Wierzbicki
World Update

Barbara Wierzbicki returns to the IDG fold as buyer's guide editor for *Network World*. She was recently a senior editor at Cray Research in Minnesota but previously worked for *InfoWorld* and *Computerworld*, where she launched *CW*'s product spotlight section. Barb has a BFA from Boston University and tries to keep up with her two young sons in her free time.

■ ■ ■

Leta Fisher joins IDG as assistant to *Macworld* President and Publisher Jim Martin. She previously served as assistant to Ziff-Davis Publishing Group Vice President Sam Huey. Leta attended Oklahoma State University and enjoys art and music in her spare time.

Calendar

Computer Security
September 29-30
Oslo, Norway

IDC Briefing Session
September 30
Hotel Nikko
Mexico City, Mexico

MACWORLD Expo/Frankfurt/Main
September 30-October 2
Frankfurt Messe
Frankfurt/Main, Germany

Business Process Redesign '93
October 7
An IDC Switzerland event
Zurich Renaissance Hotel
Zurich, Switzerland

Object World/London
October 13-15
London, England

CIO Perspectives Conference
"The Politics of IT:
Reordering the Enterprise"
October 17-20
Rancho Mirage, Calif.

Compumundo
October 19-22
Exposition Center Exhibimex
Mexico City, Mexico

Invex Computer '93
October 19-22
Brno Fair Grounds
Brno, Czech Republic

Object World Expo/Tokyo
October 21-22
East 21 Hall
Tokyo, Japan

Buying IT in the '90s
October 25-Nov. 4
10-city U.S. tour sponsored
by Marketing Services Division

InfoWorld

PUBLICITY VEHICLE. *InfoWorld* Systems Designer Patrick Lyons (center) brought his race car to the office last week to show Publisher Bob Metcalfe (left) and Chief Operating Officer Jim Casella its pre-competition sparkle. Lyons participated in a 100-mile open road race in Nevada last weekend where his average speed was close to 170 m.p.h. Lyons has raced extensively for the past few years and competed under the *InfoWorld* banner several times.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Larry Bishop - IDC

TEN YEARS
Karl Koessel - PC World
Carrie Thomas - Lotus/PCW
Suresh Rajon - IDG France

EIGHT YEARS
Christie Sears - Network World
James A. Martin - Macworld

SIX YEARS
Laurel Peddie - IDC

FIVE YEARS
Bob Kayne - InfoWorld
Susan Lusty - Infotainment World
Caryn Dlott - Computerworld
Frances Mendelsohn - IDC/G
Lynn Taylor - Macworld

FOUR YEARS
Tony Real - IDG Books
Diedre Hatch - IDC

THREE YEARS
Timothy Wilson - Asia Computerworld
Scott Boileau - CWDD
Kerry Ann Bubluski - CWDD
Lennart Ekner - IDG Sweden
Sara Sjöberg - IDG Sweden
Alexa McCloughan - IDC
Richard Denechaud - IDC
Thomas Kiely - CIO
Sandra Cincotta - IDG World Expo

TWO YEARS
Simona Cattaneo - IDG Italy
James Duffy - Network World
Anna Gabriel - Network World

ONE YEAR
Nancy Dixon - MSD
Barry Green - SunWorld
Anita Alexandersen - IDG Norway
Diane White - IDC
Donna Silva - IDC
Mary Martin - GITG
Debbie Burnett - Macworld

Do-er's profile

Krisztina Havadi

- **HOME:** Budapest
- **TITLE:** Copy editor for *CW Számítástechnika*
- **JOINED IDG:** October 1991
- **BEST PART OF YOUR JOB:** I have the opportunity to see the birth of the weekly; besides, it's a good way to learn.
- **LATEST ACCOMPLISHMENT:** My first article appeared in *CW Számítástechnika* this summer.
- **MOST CHALLENGING PART OF YOUR JOB:** When I first joined the company, a totally new world opened to me, and this new work is continually changing, so there are always new challenges.
- **OUTSIDE INTERESTS:** Family life, fine arts and literature, travel and cycling.
- **DREAM VACATION:** Egypt — I feel attracted to the mysteries of this ancient civilization.
- **FAMOUS PEOPLE YOU'D MOST LIKE TO MEET:** Leonardo da Vinci or Michelangelo, as they are good examples of the renaissance man; or Shakespeare, to get in touch with a genius, who knew everything about life and literature and human things; or Villon, who was full of life and love and wrote beautiful ballads. And I surely would not refuse Cleopatra in case she invited me to her Egypt.
- **FAVORITE MUSIC:** Pink Floyd, Dire Straits

World Update

- **GOAL IN LIFE:** To live a life as complete as possible, to reach my place in the world, to do something good for others.
- **ANOTHER PROFESSION YOU'D CHOOSE TOMORROW:** Perhaps I would be a writer, an actress or a teacher.
- **FAVORITE POSSESSION:** My little cat, as she gives me a lot of love and tenderness.
- **MANAGER'S PROFILE:** "Krisztina came from far away from this country and from this industry [as a refugee from Romania, where she was a teacher] and she's learning very fast. And, she's nice!"

- Sándor Mester, editor-in-chief, *PC World* and *CW Számítástechnika*

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees ofInternational Deta Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDG High Tech Beijing launches monthly *Electronic Product World*

- PAGE 2

On line: Bill Murphy steps up to the plate

- PAGE 3

IDG New Zealand reports record year at managers meeting

- PAGE 4-5

IDG *World Update*

VOLUME 23, NUMBER 39

SEPTEMBER 27, 1993

Newsletter boosts authority with executive forum

International News Group

***Integrator* Publisher Craig Pierce (l), Conference Director Stewart Deck and Managing Editor Sharon Baker deemed the newsletter's first foray into conference sponsorship a rousing success.**

The Integrator, IDG's outsourcing business report, convened an all-star team of systems integrators, analysts and industry pundits at last week's Executive Forum in Boston. Their mission, according to *Integrator* Editor Susan Scrupski, was to "sift through the myths, facts and realities of a market that is terribly confusing and identify significant trends in the business and where the opportunities are for vendors."

As defined in *The Integrator*,

-SEE PAGE 2

Asia/Pacific managers convene in Hong Kong

World Update

From left: Tim Clarke, Jack Wang, Micaela de Alameida, Melvyn Bennett, S.W. Chan and Kozo Hiramatsu were among those on hand for the Asia/Pacific managers meeting held earlier this month.

IDG managers from across Asia gathered recently in Hong Kong for the annual Asia/Pacific Managers Meeting to review a year of major growth in a region with a number of countries largely unaffected by the global recession.

Susan Petrie, IDG's vice president of financial analysis and planning, presented the gathering with IDG's 1993 financial results to date and reviewed some of the reasons why IDG is having a record year. Good yield management, strict cost controls and strong performances by non-publishing companies all are contributing. Petrie urged the business units to continue holding the line on expenses and grow alternative sources of revenue. She also warned managers not to build plans with unrealistic expectations built into the last quarter of the year.

Individual market wrap-ups begin on page 4.

IDG World Expo CEO **Ken Kaplan**

-SEE PAGE 5

Forum

- FROM PAGE 1

outsourcing ranges from a business-oriented focus to a technically oriented focus. It includes strategic consulting as it relates to IT, applications development, systems integration and systems management.

More than 70 representatives of companies nationwide attended the one-day event, the first conference sponsored by the two-year-old newsletter. Agenda items included legal issues surrounding contracts and prices, the client/server revolution and its impact on systems integration market growth and an analysis of what customers are really buying.

CIO Publisher **Joe Levy** discussed outsourcing from the chief information officer's perspective and how integrators can view the CIO as an advocate rather than an adversary. *CIO* also sponsored breakfast and lunch for the attendees.

"A lot of the right people were here," said one attendee, referencing the senior-level representation on the roundtable discussions that included people from BSG, Computer Science Corp. and Electronic Data Systems. Another said she liked the "real world examples" and "talks given by the people who work inside the deals with the customers."

GOOD EXPOSURE

The Integrator staff was pleased with the exposure the conference gave the newsletter, noting that only a third of the attendees were *Integrator* subscribers.

Scrupski, who developed the agenda and recruited the speakers from her office in New Jersey, said the conference wouldn't have been possible without the hard work of her Boston colleagues. Managing Editor **Sharon Baker** handled desktop publishing and program organization, Conference Director **Stewart Deck** juggled the hotel arrangements and session logistics, while Circulation Rep **Lee Pillsbury** managed the registration process. "Sharon, Stewart and Lee did an amazing job pulling this together," Scrupski said. "They can take total credit for the success of the conference."

New monthly targets China's burgeoning electronics market

IDG High Tech Beijing, IDG's only wholly owned Chinese subsidiary, has announced the launch of *Electronic Product World*, a monthly magazine for engineers and managers in the electronics, computer and communications industries of the People's Republic of China.

IDG High Tech Beijing

***EPW* staff recently welcomed Pat McGovern to Beijing for a first-hand look at the new publication. From left: Ye Zhonglin, senior editor; Liu Hong, deputy chief editor; Chen Qu Na, advertising director; McGovern; Ma Tianfang, executive chief editor; Wang Binglin, advertising account executive; Zan Hong, director of circulation; and Hugo Hsiung.**

EPW is targeting China's burgeoning electronics, computer and communications industries, all of which are expected to receive a large share of the U.S. $123 billion the Chinese government will invest in fixed assets this year. Chinese government officials predict the electronics industry's output will top $26.3 billion by 1995, which should translate into the production of 12 million color televisions, 500 million integrated circuits, 400,000 microcomputers and 15 million telephones by 1995.

"We expect the market for electronics in the PRC to become the world's largest within 15 years," said IDG Chairman **Patrick McGovern**. "*EPW* aims to provide the most timely and accurate information to those responsible for acquiring the electronics technology needed to sustain this rapid economic growth."

China is growing quickly as a source of original equipment manufacturing because of its skilled and relatively inexpensive labor force, noted *EPW* Editorial Director **Hugo Hsiung**. China is also trying to boost its exports of electronics products to help alleviate trade imbalances with its Western trading partners, said Hsiung. In 1992, China spent $10 billion on electronic product imports, while only managing to export $500 million worth of electronic products. To help ease this imbalance, the Chinese government plans to invest heavily in importing component manufacturing and test equipment to strengthen its electronics industries.

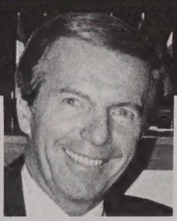
EPW will also provide business and technical information to the new breed of Chinese engineers and managers who are leaving state-run companies to start their own businesses. In this way, *EPW* will help China's transition from a planned to a market economy.

Initial industry response to the publication has been enthusiastic. The first issue, with a paid circulation of 50,000, carried 42 paid advertisements from IT companies in four countries. Advertisers included Hewlett-Packard, Intel and Tandon (U.S.); Fujitsu and Citizen (Japan); Twinhead and Acer (Taiwan); and Great Wall Computers, China's largest computer manufacturer.

"We hope *EPW* will help China create its own Silicon Valleys," said Hsiung, referring to the four special economic zones on China's coastline and some 30 newly established technology development zones inland. These zones have become hotbeds of entrepreneurship for the managers and engineers targeted by *EPW*.

On line

ASK BILL



Bill Murphy, IDG's Executive Vice President/Finance, is this week's featured columnist.

Q In general, how did IDG fare both in the U.S. and internationally in the fourth fiscal quarter?

A IDG U.S. operations for the most part continue to perform at or above plan. In fact, July and August results were quite positive on the upside. For the full fiscal year ending Sept. 30, U.S. operating profits, excluding discontinued operations, will be above plan.

International operations continue to operate behind plan due primarily to the weak economic conditions in Europe and Japan.

Overall FY93 will show substantial improvement over FY92 in both revenues and profits.

Q Has the European economy bottomed out? How about Japan's?

A The European economy, we hope, has seen the worst. Lower interest rates in most European economies should bring about gradual recovery, and I emphasize gradual. The decoupling from the strong German mark by many countries has enabled them to pursue lower interest rates, which is helping their domestic economies.

However, Germany continues to pursue high interest rates in an effort to control inflation. As a result, they are experiencing a decline in gross domestic product (GDP) and personal income. Germany must recover before there can be any meaningful recovery in Europe, and that will probably not occur until late in 1994.

Japan's economy remains weak primarily due to lack of domestic demand. Just last week the Central Bank of Japan lowered the discount rate by 0.75% and also approved a fiscal stimulus package that will pump $75 billion into the domestic economy. Both of these actions should have a positive impact in 1994.

So, we have the U.S. economy recovering at a very modest pace with low interest rates and low inflation; the European economies having bottomed out, and the Japanese economy poised to rebound in 1994. Worldwide it would appear we will have a low growth/low inflation scenario in 1994 with GDP growth rates increasing as we head into 1995.

Q IDG has a very comfortable cash position. Do you see this growing over time, and, if yes, does that mean there's a shortage of publishing or research opportunities that would deliver a better return than Treasury bills?

A You are quite right that IDG has a comfortable cash position, and it should only continue to build. I don't think we've ever knowingly decided to increase cash year over year at the expense of investing in new projects. The fact that IDG revenues over the last 23 years have grown at a compound annual rate of 30% per year, almost all from start-ups, is evidence we have not been sitting on a cash hoard.

IDG happens to be fortunate being in growth areas that require little in the way of fixed assets or inventories, two major consumers of cash. As a result, most of our businesses throw off excess cash after reaching breakeven — a nice problem to have!

Q What can you tell us about the North American Free Trade Agreement (NAFTA)?

A NAFTA seems to be the subject of a great deal of misunderstanding in the U.S. The purpose is to systematically eliminate over several years all tariffs between the U.S. and its bordering countries, Canada and Mexico, and in so doing stimulate free trade. The major concern of those opposed to NAFTA is the feeling there will be a massive shift of jobs to Mexico because of low-cost labor in that country. Ross Perot says we'll all hear that "great sucking sound" as jobs head south.

Proponents of NAFTA claim there will actually be an increase in jobs in the U.S. as the growth of the Mexican economy continues to stimulate the demand for U.S. machine tools, consumer goods, telecommunications equipment, and other materials required to build an infrastructure. The proponents do agree there will be job losses in some industries but that these will be offset by job increases elsewhere.

I am a proponent of NAFTA, and also support the successful conclusion of the General Agreement on Tariffs and Trade talks, since both of these will lead to a truly free and open global economy. NAFTA will also lead to inclusion of other Central and South American countries that would ultimately eliminate all restrictions and tariffs on IT equipment and also benefit a number of other U.S. industries.

I do not buy the argument that jobs will go south. Low skill jobs have always sought the lowest cost country of manufacture — the shoe industry went to Brazil, the textile industry to the Far East, and a good part of the steel industry to Japan. Over the last five years, the United States has become the lowest unit cost manufacturer of all the industrialized countries. This trend will continue as a result of increases in automation as well as downsizing and restructuring.

In the Sept. 20 issue of *The Wall Street Journal* you will find an article about Japanese auto manufacturers moving more of their auto production as well as all of their parts manufacturing to the U.S. BMW and Mercedes have both announced plans to build their first manufacturing plants in the U.S. Because of the highly skilled work force, low unit cost of manufacture and strong consumer demand, many other foreign manufacturers are presently surveying possible sites in the U.S.

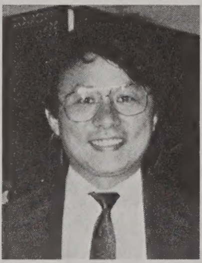
Recession? What recession?

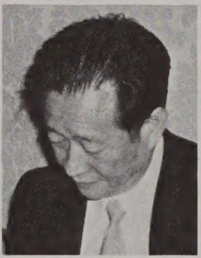
Many of IDG's Asia/Pacific managers offer promising reports of growth

Kennedy

Australia — IDG Australia is celebrating its 15th year in 1993 with record profits. Revenues for the company as a whole are up 31% this year, with profits up 55%. The company has set as a goal to be a $25 million company by 2000. The 15th anniversary issue in July was the second most profitable issue in the history of *Computerworld Australia.* Like many IDG companies, IDG Australia has targeted reader revenue with success. Ad revenues are up 6%, but reader revenue is up 11%. *Network World* was launched in May as a monthly, and after just three months captured the No. 1 position in a three-book market. A major goal for 1994 will be to make *PC World* No. 1 in the Australian market. Currently it is the only IDG Australia publication not in a No. 1 position. The long-term strategy is to position IDG Australia as the only company in the country devoted exclusively to IT information and a company with substantial local as well as global resources.

— Don Kennedy, general manager


Hsiung


Zhou

China — IDG's market dominance in China continues. *China Computerworld* maintains a 75% market share. *China InfoWorld*, recently converted from *China Computers*, has a 23% share, giving IDG a 98% share in the Chinese market. However, as China moves to a market economy, competition will certainly increase, and the team in China is working to be ready. IDG is becoming active in the trade show business in China. Earlier this month the first China Computerworld Expo drew 70,000 visitors in Beijing. IDG has recently reached agreement to purchase 60% of Great Wall Electronics Exposition Corp., the largest show organizer in China. The company's annual show is the third largest IT show in the world after CeBIT and Comdex. At IDG Shenzhen the staff this year produced the first laptop show in China and is publishing a successful newsletter called the *South China Computer Post*. The Chinese computer market is growing 30% a year and the Chinese PC market has grown 55% in just the last year, providing much opportunity for all the IDG companies in China.

— Hugo Hsiung, director of Asian business development and Zhou Mu Chang, publisher, China InfoWorld

Chan

de Alameida

Hong Kong/Singapore/Malaysia — IDG Asia operates publications in the three markets of Hong Kong, Singapore and Malaysia. *Computerworld Hong Kong* is the flagship of the group, with a clear No. 1 market position. *CW Hong Kong* will be 10 years old in February, and a large special issue is planned. IDG Asia has had a difficult year in Singapore and Malaysia and is taking steps to attack the problems. New editorial resources are in place in Singapore to improve quality. Vendors in Singapore try to put a lot of pressure on IT publications, and the best way to fight is to have the best editorial product that readers always want to read. The launch of *PC World* in all three markets dragged down this year's results, and actions are being taken to make *PCW* more profitable. New paper stocks and binding will make the publication both cheaper to produce and more attractive to readers. *PC World* is targeted at the small and medium-size business community but is doing surprisingly well among home computer users in the region.

— S.W. Chan, general manager; Melvyn Bennett, associate publisher; Micaela de Alameida, associate publisher

Hiramatsu

Japan — Revenues for the year at IDG Japan are expected to be up 50%, with expenses up only 22%. The result will be an improvement of more than $1 million on the bottom line. IDG Japan has been working closely with Intel on a consulting basis to help them enter the Japanese market and position their "Intel Inside" campaign with Japanese vendors. Activities have included organizing mini shows and producing a buyers' guide for Intel. The biggest challenge ahead is the drastic change coming for *Computerworld. Computerworld Japan* is about to become a daily fax service, keeping Japanese subscribers abreast of the latest IT developments worldwide. Testing has been going on for several months and the official launch will be in November. Simultaneously, IDG Japan is entering into an agreement with the *Japan Industrial Journal* to produce a weekly IT supplement called *Information System World.* At *Macworld Japan* new competitors entering the market are putting pressure on the publication. Seven magazines now compete in the Japanese Mac market. Revenues will be up 30% this year, and the

OPERATION CRANBERRY SAUCE

TO: IDG EMPLOYEES
FROM: JUDY SCHULTZ, IDG CHAIRMAN'S COUNCIL
DATE: SEPT. 20, 1993
RE: OPERATION CRANBERRY SAUCE

Dear Employee:

The IDG's Chairman Council is conducting ***Operation Cranberry Sauce***, a combination garage, craft and bake sale opened to the public on **Saturday, October 23rd** from 10 am - 4 pm at Computerworld, 375 Cochituate Rd, Rte. 30, Framingham, MA. All items for sale are being provided by **YOU**! All proceeds will be used to purchase turkeys on Thanksgiving for needy families in the Framingham area. Depending on the amount of money raised, we may also include additional food items to complete each dinner.

Please use the following *Pledge Form* to indicate which items you plan to donate. If you have garage sale items too bulky to transport, please indicate on the form. We will arrange for special transportation. You will have the option of dropping off donations either at your workplace prior to the sale date, or the day of the sale (by 9 am) at 375 Cochituate. After receiving your form, we will forward specific information regarding when & where to deposit your donations. **NOTE: Unsold items, unless claimed by the original donor at 4pm on the day of the sale, will be donated to charity/recycling centers.**

We also need volunteers for various tasks:

- Approximately 3 Coordinators who can spend the full day at the sale. You will be assigned to one area (either garage, craft or bake) and will organize & oversee all activities & booth volunteers in that area.
- Numerous people to pledge one hour for booth duty to attend customers.
- People to set up sale area in morning (8am)
- People to clean up following sale (4pm - 5pm)

We hope to advertise ***Operation Cranberry Sauce*** in local newspapers. We need a **LARGE** number of items to sell to accommodate a large crowd. So please take a few moments, comb through your attic or garage, thumb through your favorite recipes or dig deep into that box of unfinished craft projects and pledge generously.

When October 23rd arrives, gather family & friends and join us in Framingham. Bring a can of cranberry sauce and receive a free Halloween treat! We all view Thanksgiving as a special day. With a little thought and extra effort from all of us, many more people can share in that experience this year.

Sincerely,

Judy Schultz

Judy Schultz
IDG Chairman's Council
508-820-8221

PLEDGE FORM
OPERATION CRANBERRY SAUCE

Name: ______________________ Company: ______________________

Phone: ______________________ Company Address: ______________________

DONATIONS: **(No clothing please!)**

☐ Garage/Yard Sale items	# of items: ______________
☐ Craft items	# of items: ______________
☐ Baked Goods	# of items: ______________

VOLUNTEERS:

☐ Coordinator **(entire day of the sale)**

☐ Booth Attendants (**1 hour**) Please state the hour you desire

☐ 10 - 11	☐ 1 - 2
☐ 11 - 12	☐ 2 - 3
☐ 12 - 1	☐ 3 - 4

☐ Sale Set-up (**8 - 10AM**)

☐ Sale Clean-up (**4 - 5 PM**)

Please return by interoffice mail to: Judy Schultz/Computerworld
or FAX to: (508) 620-7739

IDG JOB OPPORTUNITIES

Monday, September 27, 1993

PART-TIME OFFICE SERVICES ASSISTANT (IDG RESEARCH SERVICES)

Responsibilities will include processing research requests, faxing, filing, copying and related general office work. Macintosh and/or PC experience would be helpful. Previous office experience desired.

MANAGING EDITOR (IDG NEWSLETTERS CORP.)

The primary editorial responsibility will be working with outside authors for newsletters, assuring manuscript deadlines are met, edit stories for content, clarity and completeness. Strong copy, editorial and proofreading skills a must. Knowledge of Macintosh systems using Word, Excel, Pagemaker, QuarkXpress a plus. A minimum of 3-5 years experience in a deadline oriented environment is necessary. Bachelors degree required.

DESIGN ASSOCIATE (CIO)

CIO is looking for a Design Associate with 2-4 years magazine and/or studio experience. Candidate must have a degree in Graphic Design or demonstrated equivalent. Responsibilities will include assisting in all aspects of the magazine, including layout, charts, traffic and production. Strong typographic and 4-color production skills required. Proficiency in Quark required. Experience with photographers and illustrators a plus. Portfolio is required at the interview.

PUBLISHER (TECH MEDIA)

Tech Media is seeking an accomplished sales and marketing professional to become Publisher of a fast-growing, successful multimedia magazine. Priorities will be to manage advertising revenue and market share growth, and to enhance alliances formed within the video and computer industries. Five-plus years senior outside sales experience, a proven ability in staff management and motivation, and strong customer orientation are essential. Some flexibility in location; good compensation and growth opportunity.

GROUP OPERATIONS COORDINATOR (IDC)

The individual in this position coordinates and participates in all activities related to research support and production of client deliverables which includes planning production schedules and reviewing all research prior to distributions. This individual must be a MAC expert (Filemaker, QuarkXpress, MS Word, Lotus Notes). The position requires strong organizational and communication skills and the ability to handle multiple projects.

PRODUCTION SERVICES COORDINATOR (NWW)

Responsibilities will include MAC design, Ad building and paste-up of weekly classified pages, camera work and print buying. Three years experience designing on the MAC preferred. Knowledge of Quark, Freehand, Illustrator, Excel and Microsoft Word are necessary. Must know how to operate a stat camera. Knowledge of 4-color scanning a plus.

REPORTER (NWW)

NetWork World is seeking a senior-level reporter to work in Framingham, MA covering a wide range of networking products, trends and issues. Candidates should have at least two years experience reporting on information technology and a proven ability to consistently break news.

QUALITY ASSURANCE SPECIALIST (CW DATABASE)

Responsibilities will include editing survey responses on a PC, opening and tracking mail responses and follow-up telephone contact with respondents. Keyboard proficiency required. Marketing, Market Research or Business Degree required.

ACCOUNT MANAGER (IFW)

InfoWorld is seeking two Account Managers for the Natick Sales Office. Account Managers handle weekly closing of display edition, assist in producing mailings, database entry, and general sales administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, and a positive client-service attitude. PC literacy is a must. Publishing or advertising experience desired.

SALES REPRESENTATIVE (INFOWORLD DIRECT)

The candidate will be responsible for prospecting and maintaining advertising space for InfoWorld Direct monthly publication.Three to five years outside sales experience and knowledge of computer industry is required. This position will cover the Southwest territory.

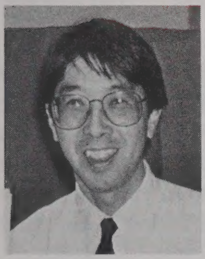
MARKET RESEARCH ANALYST WEST COAST (PCW)

The individual in this position will assist in the set-up, implementation and project management of the new PC World FAXback service. To conduct research projects and analyses for PC World and Multimedia World Editorial, Ad Sales, and Marketing. This person will coordinate all research activity for Multimedia World. Must have knowledge of high tech industry and/or magazine publishing. Basic understanding of research principals and good analytical skills are necessary. as well as excellent written and verbal communication skills. Must be PC literate and have a good working knowledge of presentation software, preferably Lotus Freelance.

Job Opportunities

Revised: September 27, 1993

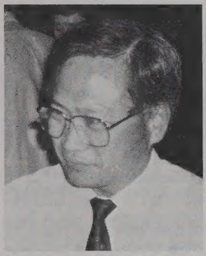
Division	Title	Publication/ Location	Contact Manager	Phone
IDG	P/T Office Services Ass't.	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG	List Sales Representative	List Services, Natick, MA	B. Thompson	(508)935-4531
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG/NC	IDG Newsletters Corp.	Boston, MA	M. Cornetta	(508)935-4734
IDG/NG	US Correspondent	IDG News Group,San Francisco,CA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Data Entry Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Dir. Internat'l Dev. & Support	Fraimingham,MA	B Thompson	(508)935-4531
WEC	Dir.Cust. Serv. & Operations	Framingham,.MA	E. Ouellette	(508)935-4605
WEC	Telemarketing Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP & Gen, Mgr, - Comnet	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld,* Peterborough,NH	K. Miller	(603)924-0134
IDC	Group Operations Coord.	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	P/T Sales Clerk	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst/PC Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Receptionist	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Mkt. Manager.Internat'l	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch.Analyst,International	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	Reporter	Framingham, MA	P. Desmond	(508)820-7419
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Mkt. Specialist/Events	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Sales Assistant	Irvine, CA	K. Schackel	(408)394-7509
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Quality Assurance Specialist	CW Database, Framingham,MA	G. Acquafresca	(508)935-4282
CWPI	Administrative Assistant	CW Database, Framingham,MA	S. Perry	(508)820-8160
CWPI	Database Programmer	CW Database,Framingham, M A	J. Block	(508)935-4695
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
CWPI	District Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Correspondent	Burlingame, CA	S. Perry	(508)820-8160
CWPI	Administrative Sales Assistant	Framingham, MA	L, Conolly	(508)935-4791
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Account Manager (2)	*InfoWorld,* Natick, MA	D. Vieraitis	(415)312-0566
IW	Sales Representative	InfoWorld Direct, Dallas, TX	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (4)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Account Manager	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Staff Accountant	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Administrative Sales Assistant	San Mateo, CA	M. Koloski	(415)312-0603
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Market Research Analyst	*Multimedia World*, San Francisco,CA	T. Gewecke	(415)978-3153
PCW	Administrative Assistant	*PC World,* San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	PCW Fact Checker	*PC World,* San Francisco, CA	A. Kandra	(415)267-1750
PCW	Managing Editor	*PC World,* San Francisco, CA	C. Baskin	(415)267-1739
PCW	Programmer/Analyst	IDG C/S, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Assistant Editor - Reviews	*PC World,* San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World,* San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Administrative Assistant	*PC World,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Ass't System Administrator	*PC World,* San Francisco, CA	J. Moody	(415)978-3289
MAC	Adv. Sales Associate	*Macworld,* Natick, MA	J. Flynn	(508)872-8600
MAC	Account Manager	*Macworld,* Irvine, CA	N. Coy	(714)250-3006
IMI	Copy Editor	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IFTW	Newsstand Sales Specialist	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Designer	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Infotainment World,* San Mateo, CA	C. Yam	(415)349-4300



Ushijima

future looks bright. *Macworld* is holding its own in the competitive market, and the Apple market in Japan is expected to grow 30% to 40% per year for the next three years. *Macworld* has doubled its circulation to 60,000 and ad rates will be increased accordingly. *Macworld*'s biggest advantage is the quality of its editorial, and plans are in place to keep well ahead of the competition by tapping both *Macworld* U.S. and the editorial from *InfoWorld*'s Apple target edition.

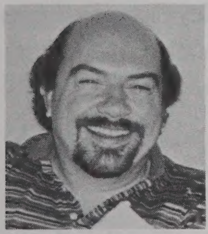
—Kozo Hiramatsu, president, IDG Japan; and David Ushijima, president, Macworld Japan



Gimm

Korea—Hi-Tech Information, the IDG licensee in Korea, is somewhat behind plan for 1993 due to the recession in that country. Hi-Tech publishes *Computerworld*, *PC World* and *Macworld*. An important feature of the Korean market is extreme competition. *Computerworld* has a 15.5% market share in an 11-magazine market. *PC World* has 15% share in a seven-magazine field. New projects for the company include organizing the conference for the ComNet Korea show, entering the book business and building its database for commercial use. IDG Korea must be constantly vigilant against piracy of IDG material by other Korean IT publications.

—Young-sil Gimm, president

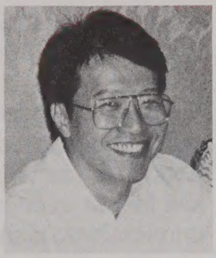


Taylor

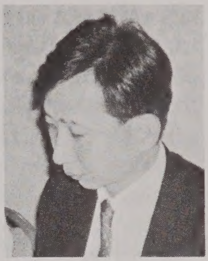
New Zealand — IDG New Zealand is having the best year in its history. Profits are 63% ahead of plan and 142% ahead of 1992. The total company market share is 51%, and there is only one other dedicated IT publication left in the market. The rest of the competition comes from newspapers. In a small, low-growth market, the challenge is to keep the company expanding. IDG New Zealand has a diverse array of products, including magazines, directories, expos and a new fax-back service. To keep focused, product champions are in charge of each area. A series of special publications targeted at niche markets will come out in 1994, covering such areas as first-time buyers, games/entertainment, senior management and networking. IDG New Zealand has been one of the most successful IDG companies in the world in moving away from dependency on advertising revenues. Only 40% of company revenues in 1993 will come from display advertising.

—Martin Taylor, general manager

Taiwan — Fiscal 1993 has been one of improvement for IDG Taiwan. Market share has improved by 20%. A goal for1994 is to improve the size and quality of circulation so that cost per thousand is lower and response is higher. Traditional advertising is under attack from other marketing sources, and these changes are necessary to stay competitive. IDG Taiwan plans to set up a testing facility to further differentiate itself from the competitors. At *Global Computer Express*, the monthly magazine for sourcing PCs and PC products from Asia, the challenge is to diversify the circulation. The publication originally targeted Europe and placed 18,000 of its 20,000 controlled circulation in that region. Economic recession has slowed growth in Europe, however. The 1994 goals are turn *Global Computer Express* from a European magazine into a global magazine, cut costs and grow no-advertising revenues.

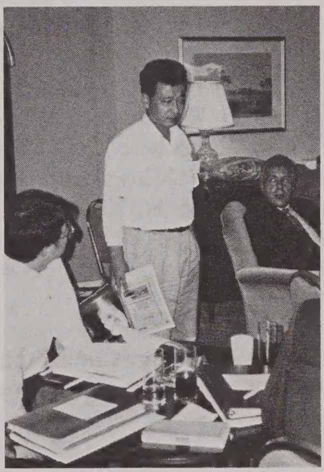


Wang



Yen

—Harry Yen, chairman/president; and Jack Wang, publisher, Global Computer Express



Kozo Hiramatsu explains the big changes in store for *Computerworld Japan*.

All photos by World Update

***Macworld Japan*'s David Ushijima (l) and Pat Kenealy from *PC World* take a break.**

Convene

-FROM PAGE 1

gave the group a report on progress at his company and stressed that his goal is to make World Expo a good partner for all IDG companies worldwide. International News Group President **David Hill** reported on activities at the IDG News Service and growth in IDG's licensing efforts worldwide.

The managers meeting was held in conjunction with a meeting of the IDG board of directors, and several board members including **Steve Coit**, **Harlan Anderson**, **Abe Siegel** and **Dean Phypers** sat in on the managers' discussions to get first-hand reports on IDG activities in Asia.

Noteworthy!

PROMOTIONS

CIO Senior Writer **Tom Kiely** will cut back a bit on his writing assignments to take on new responsibilities as senior editor. According to Editor Marcia Blumenthal, Tom will establish the editorial content of special issues and work on a variety of other projects, as well as continue to contribute occasional feature articles.

■ ■ ■

Santisario IDC

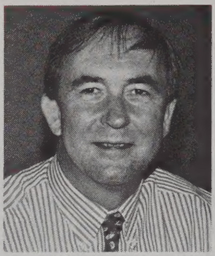
Six-year IDC veteran **Cindy Santisario,** previously senior analyst for the PC Connectivity program, has been appointed research manager for the Computer Networking Architectures program. "Since coming to the CNA program last November, Cindy has shown initiative in expanding and improving CNA's research, enhancing customer service through pro-active contact with clients and working with the sales force to attract new customers," said CNA Director Rick Villars.

TRANSFERS

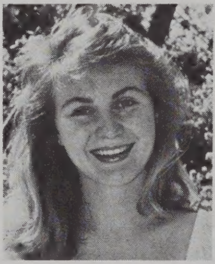
Chip Zaborowski, previously a sales representative at IDG List Services, will be selling the UniForum trade show in his new role as national accounts manager at IDG World Expo.

NEW EMPLOYEES

After working as a consultant to IDG World Expo since May, **Andrew Christopher Rodger** has accepted the post of vice president and general manager of open systems. He will be responsible for the goals, direction and performance of open systems shows and conferences such as UniForum, SunWorld, Enterprise '94 and Object World. Before joining IDG, Andrew was director of worldwide communications for Computervision Corp. He has a BA in economics, English and geography from London University and an MS in communications management from Simmons College. Andrew is an adjunct professor at Simmons specializing in international communications and crisis management and enjoys most sports including skiing and auto racing.


Rodger World Update

■ ■ ■


Patton Infotainment World

Becca Patton has signed on as executive assistant to President Patrick Ferrell at Infotainment World. Prior to joining IDG, Becca was an administrative assistant at *PC/Computing*. She holds a BA in French from San Francisco State University and enjoys t'ai chi, in-line skating, cooking and foreign films.

■ ■ ■

Jenifer Carini, most recently promotion manager at *Health* magazine, has signed on as direct mail manager for *Macworld*. She graduated from Cornell University with a BA in English and enjoys biking and hiking.

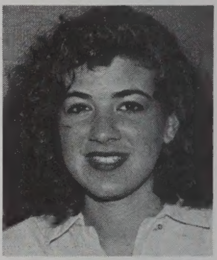
■ ■ ■

IDG Books Midwest recently added three new employees. Systems Specialist **Timothy Stanley** most recently worked as a product development specialist with Prentice Hall Computer Publishing/Que. He has an associates degree in electronic engineering technology from ITT Tech in Indianapolis and enjoys working on model railroads and participating on CompuServe's Trainnet forum.

Jodi Thorn is the new administrative assistant and receptionist for the Operations Department. She is currently attending Indiana University/Purdue University at Indianapolis majoring in organizational communications.

Copy Editor **Kristin Cocks** comes to IDG from Charles Schwab & Co., where she was an administrative assistant. She has a degree in English, with a minor in German, from Indiana University and enjoys cats, aerobics, swimming and reading in her free time.

■ ■ ■


Hoeske World Update

Alison Hoeske has joined the Computerworld Database Division as a market research associate. Before joining IDG, she worked part-time doing data entry at Research Results in Fitchburg, Mass. Alison has a BS in management and human resources from Salve Regina University.

■ ■ ■

Renee Stephens has signed on as *InfoWorld*'s Southwest account manager, working out of the Dallas sales office. She was previously office manager for Custer Suites, an executive office firm. Outside the office, Renee enjoys spending time with her daughter.

■ ■ ■

Conference Assistant **Judy Shapiro,** who had been working on the Object World series as a temp since last October, has been hired as a full-time employee at IDG World Expo with the same responsibilities. Previously she spent 10 years at Wellesley College, most recently working on special events. Judy attended the Executive Secretarial Program at Katherine Gibbs in Boston and counts running, tennis and swimming among her interests.

■ ■ ■

David Barrows has joined IDG Central Services as a programmer/analyst. Prior to joining IDG, David worked as a consultant at Laser Works Inc. David is a graduate of San Francisco State University where he earned a BA in music, which he continues to enjoy in his free time.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Nora Hörmann - IDG Germany
Monika Tenbieg - IDG Germany

FIFTEEN YEARS

Helga Biesel - IDG Germany

FOURTEEN YEARS

Eckhard Utpadel - IDG Germany

THIRTEEN YEARS

Maria del Carmen Doehler - IDG Germany
Steven Woit - Computerworld

TWELVE YEARS

Karin Giffhorn - IDG Germany
David Brown - IDC

TEN YEARS

Andrea Kirchmeier - IDG Germany

NINE YEARS

Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany
Christina Schulz - IDG Germany

EIGHT YEARS

Birgit Götz - IDG Germany
Christoph Hammerschmidt - IDG Germany
Heiderose Witte - IDG Germany

SEVEN YEARS

Elizabeth Phillips - Computerworld
Susan Thaxter - Computerworld
Sui-lan Vignal - IDG France

SIX YEARS

Adriana Amedei - IDG Italy
Pascal Gautier - IDG France
Bernadette Thual - IDG France
Rune Antonsen - IDG Norway

FIVE YEARS

Michael Hamilton - InfoWorld
Silvia Petrella - IDG Italy
Laurent Guillemain - IDG France
Stacey Simmons - LINK Resources

FOUR YEARS

Mario Toffoletti - IDG Italy
Christoph Witte - IDG Germany
John St. Martin - IDG
Martin Wallström - IDG Sweden

THREE YEARS

Don Tennant - Asia Computerworld
Stefano Piazza - IDG Italy
Michael Sullivan - Integrated Media
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany
Doris Schulz - IDG Germany
John Carpenter - CWDD
Tomoko Iwama - IDG Japan
Christelle Bertrand - IDG France
Agnès Chardavoine - IDG France
Therese Merrell - IDG World Expo

TWO YEARS

Batel Libes - Publish
Mary Bednarek - IDG Books
Karen Carroll - SunWorld
Kane Scarlett - SunWorld
Liz Cooper - SunWorld
Fran Fox - Infotainment World
Jeannine Harvey - Infotainment World
Ines Mühlbauer - IDG Germany
Stephan Scherzer - IDG Germany
Birgit Seifert - IDG Germany
Stefan Ueberhorst - IDG Germany
Lennart Sandelin - IDG Sweden
Katsumi Yamasaki - IDG Japan
Hugh Gibbs - IDC U.K.
Britt Kardel Hetting - IDG Denmark
Jean-Pierre Antonio - IDG France
Pascal Boiron - IDG France
Martin LaMonica - IDG France
Barbara Poirette - IDG France
Domingos Rodrigues - IDG France
Denis Sematisky - IDG France
Linda Devine - IDC

ONE YEAR

Ellen Sherrod - Publish
Sasha Alexander - InfoWorld
Kelley Damore - InfoWorld
Debra Lewis - InfoWorld
Rosalinda Polato - IDG Italy
Linette Vollaro - Publish
Hermann Ocampo - IDG Venezuela
Ulrike Frimberger - IDG Germany
Johann Glas - IDG Germany
Jürgen Hill - IDG Germany
Tatjana Kuntze - IDG Germany
Walter Mehl - IDG Germany
Iris Müller - IDG Germany
Matthias Zimmermann - IDG Germany
Cara Cunningham - International News Group
Charlotte Kempe - IDG Sweden
Mikael Regnström - IDG Sweden
Kimberlee Clark - IDG Books
Carey Azzara - IDC
Freeman Bradley - IDC

New contact information

IDG's licensee in Peru recently updated its contact and mailing information:

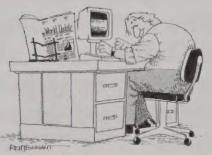
Servicios Especiales de Edicion
PC World* and *Computerworld Peru
A. Míro Quesada 247-702
Lima 1
Peru

Telephone: +51-14-30-2206
+51-14-28-1061
+51-14-28-0311
Fax: +51-14-27-2843

General Manager: Carlos Garcia Míro
Marketing Manager: Edwin Basso

Off line

Win Your Own



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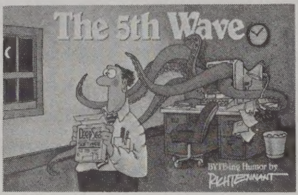
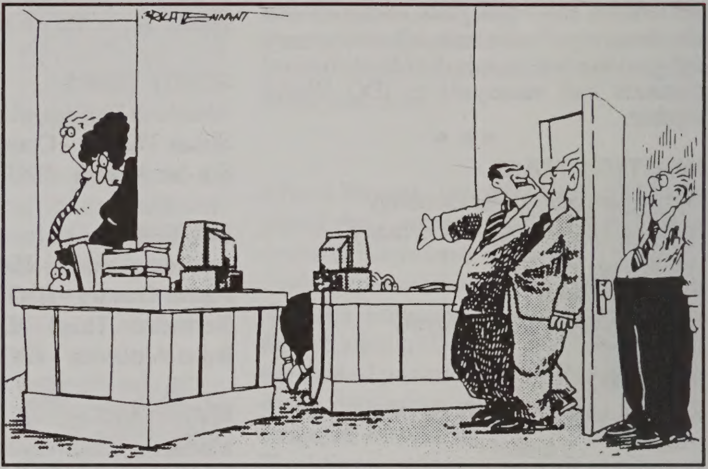


Off line T-Shirt ***5th Wave* cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, October 19. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

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- PAGE 3

IT Trivia contest stumps all but a hearty few
- PAGE 8

IDG *World Update*

VOLUME 23, NUMBER 40 **OCTOBER 4, 1993**

European units battle challenging market conditions

IDG's European managers held their semi-annual Managers Meeting earlier this month in Zurich. Though most of the region's IDG operations continue to feel the effects of the severe economic recession, notable exceptions provide hope that the end, if not yet in sight, may at least be around the corner.

Among those escaping the worst of the recession's grasp is IDG Czechoslovakia, whose profits are up 108%. IDG Hungary is also expecting to end the fiscal year 15% ahead of plan. Other winners include IDG Norway, which expects to end FY93 with an 81% increase in profits and IDG Poland, which became profitable for the first time in FY93.

The heads of each of IDG's three Global Product Support Centers — **Jim Martin** from *Macworld*, **Pat Kenealy** from *PC World* and **Morten Hansen** from *Computerworld* — offered updates on their groups' activities. Managers also heard from World Expo's newly hired Vice President of Worldwide Sales **Paul Calkin**.

Each manager also made a brief presentation regarding their local markets and their companies' activities and achievements since the last meeting in May. Summaries of these reports begin on page 2.

China Computerworld Expo '93 draws top names

中国計算機世界展览及会议
IDG
CHINA COMPUTERWORLD EXPO & CONFERENCE

China Computerworld

EXPO-SURE. IDG Chairman Pat McGovern cuts the ribbon to officially open the first China Computerworld Expo last month, the country's largest international computer show. More than 70,000 people attended the four-day event. Standing to Pat's left is Liu Jian Feng, executive vice minister of the Chinese Ministry of Electronics Industry.

More than 140 companies from all over the world exhibited their latest offerings at the first China Computerworld Expo '93, held last month at the China International Exhibition Center in Beijing. Organized by *China Computerworld* and IDG World Expo, in cooperation with IDC China/Hong Kong, the event attracted such well-known names as IBM, Microsoft, Hewlett-Packard, Apple, Siemens, Philips and NEC.

According to IDG Chairman **Pat McGovern**, who attended the event along with **Hugo Hsiung**, director of Asia Business Development; **Ken Kaplan**, CEO of IDG World Expo; and **Cary Sun**, vice president of World Expo Asia, "The IT market will be the world's largest industrial market by the end of the decade and China will be the largest IT country market shortly thereafter. Therefore, CW Expo will become the world's largest computer expo in the near future."

IDG's European units soldier on in tough markets

The continuing recession is testing the mettle of IDG's European operations. At the recent Managers Meeting in Zurich, the heads of these operations discussed their individual markets and the creative solutions they are employing to battle back.

Weiss *World Update*

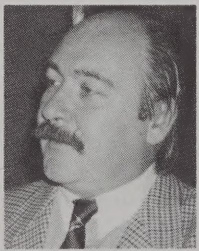
Austria — During a year of difficult economic times, the biggest challenge for IDG Austria was reducing the size and format of *Computerworld* to save money. The publication was reduced to half-tabloid size successfully with no loss of advertisers or subscriptions. In July, however, a 16-page edition did elicit a negative reaction, and management decided to never go below 24 pages in the future. Revenues for the year are off about 12% from 1992, and other cost-saving measures have been put in place that should pay off in the next fiscal year. Employees took a 10% cut in salary and working hours to help the company through the difficult times. The target is to have everyone back at full employment by the end of the calendar year.

— Manfred Weiss, general manager

Hinova *World Update*

Bulgaria — For the first time, IDG Bulgaria has real competition from both new IT magazines and the daily press. The 100th issue of *Computerworld* was published in July. Some 300 people were invited to a party to celebrate and 600 showed up. The celebrations generated much publicity through TV, radio and print interviews. *Network World* has been launched as a supplement to *Computerworld.* A new radio show airs Saturday mornings on a local business station, offering the opportunity to sell a package of advertising on radio and in *Computerworld.* IDG Bulgaria will launch its own product testing facility this fall.

— Tatiana Hinova, managing director

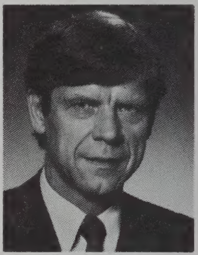


Tichy *World Update*

Jelínek *World Update*

Czech and Slovak Republics — IDG is having a banner year with revenues up 79%, costs down 17% and profits up 108%. They are forecasting to be 30% to 40% ahead of plan at year's end. The company has grown to more than 100 employees. IDG is heavily involved with the Invex show, the second largest show in Europe after CeBIT. Four booths will showcase IDG as the biggest and most complete IT publisher in the country. With the financial support of the local Apple distributor a 40-page Mac supplement has been launched in *PC World.* A deal has been made with the largest software company in the country to use IDG publication subscriptions as incentives to return product registration cards. The program is adding subscribers at a cost of only 20% of the subscription.

Vladimir Tichy, director,
and Vítezlav Jelínek, managing director



Engell *IDG Denmark*

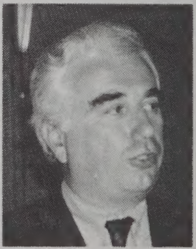
Denmark — To deal with a slowdown in the CAD-CAM market, *CAD-CAM World* had been relaunched as *Technology World.* The change allows the staff to broaden the coverage and grow the market. The change also offers an expanded show and exposition opportunity. The IDG Technology Group is offering PC training at the executive level. Training is done out of the IDG offices, and only six attendees are needed to make money. IDG Denmark's philosophy is that in a recession you have to think untraditionally. They have launched a new seminar on dealing with difficult people and are pushing the sale of shopper ads that consist of one-sixth of a page. IDG suffered a sad loss last summer when the company's best sales representative, Søren Pedersen died in an auto accident while on holiday in Germany.

— Preben Engell, general manager

Takala *World Update*

Finland — The European recession is still the main challenge in Finland. Tight cost controls and tight ad ratios have kept the finances in order. *Mikro PC* saved 20% by changing printers. Reader surveys are very positive, and circulation is going up. The company has increased cooperation with the Helsinki trade fair company, trading inexpensive ads for free invitations to shows. The company has adopted an ambitious program of self-improvement with a target of becoming the best company in Finland by 1996. Employees are now regularly surveyed to get their ideas as well as their opinions on how managers are doing.

— Ulla Takala, director of data publications



Chaussonniere *World Update*

France — *Le Monde Informatique* saw the first signs of an economic recovery in June, but the recruitment market is still dead. Recruitment advertising is currently at 30% of 1990 levels, and there are 30,000 data processing professionals unemployed in France. *LMI* changed its publishing date and now reaches the newsstands on Friday instead of Saturday. The result has been a 10% increase in circulation. Discounting by com-

-SEE PAGE 4

On line

ASK EDIE

(Part 1 of 2). ***Edith Holmes****, president and CEO of Government Information Technology Group (GITG) since July, takes a turn as guest columnist. She has spent more than half of her 19-year career as a journalist and manager with IDG. Her responsibilities have included staff writer and Washington, D.C. bureau chief for* Computerworld *from 1974 to 1978, editor-in-chief of* Federal Computer Week *from its launch in 1986 to September 1992, and executive vice president of GITG from its inception a year ago until this summer.*

Q How are you handling the stiff competition GITG faces in all of its business areas — in publishing, against Cahners' ***Government Computer News;*** **in market research, against Federal Sources; in trade shows, against National Trade Productions?**

A Whatever the market, the keys to staying ahead of the competition are listening to the customers and responding to their needs with quality products that are priced and marketed appropriately. A second essential ingredient is the right people. When we hire well and pull together as a team, the competition is less formidable. Also, our competition is not constant, but changes as we grow and enlarge our products in all areas.

As for our current competition, at FCW Publishing, we are using our forthcoming redesign as an opportunity to talk with our readers and find out just what kinds of information they need and how they gather it. In this process, we expect to refresh not only *FCW*'s look and feel but its mission as we begin our eighth year of publishing. We will offer federal news in an easily accessible format, while *GCN*, our primary competitor, continues to focus on general product information available in many other places.

At IDC Government, we responded to customer demands for more decision support from our analysts with a research tool that clients can use at their own sites—a CD-ROM product called FedTrax. This new product combines federal IT contract and budget data with rules that dictate how the government buys and uses computers and communications. In addition, it contains five years of *FCW* so there is a context for the budget data. We believe FedTrax is a serious competitive challenge, not only to Federal Sources's Fedmark product, but also to Input's similar offering, FAIT.

We are continuing conversations with key players about the trade shows and conferences the government market wants. Based on our research to date, we have learned attendees and exhibitors want targeted events that avoid gimmicks and that lead to sales. We are planning a different approach to the market than the one National Trade Productions is currently following.

Q What is the biggest challenge for GITG in the coming year? Where do you see GITG in 10 years?

A The biggest challenge we face in the year ahead is marketing — externally and internally. We need to tell our story to the outside world in a way that lets potential buyers understand what we offer and how our products will benefit them. And we need to continue to explain the GITG concept within our company, encouraging FCW Publishing and IDC Government to leverage their market knowledge and resources whenever collaboration makes sense and does not jeopardize either company's integrity. We are just beginning talks with a consultant in marketing and business development and expect to generate a comprehensive GITG marketing plan by December.

Our vision for the future has each company spreading and going deeper into its market. FCW Publishing will have multiple titles, providing print and electronic access to them; IDC Government will offer substantial decision support and will have automated most look-up responses to clients, and GovTech, our conference and trade show unit, will produce focused events with a number of partners, including World Expo.

Q Do you plan to take GITG international? If so, how and when do you plan to do this?

A Going global is a natural for IDG business units. GITG certainly can and will take overseas its charter to provide IT publishing, research and conference services for the public sector. IDCG already has undertaken and completed projects in Canada and Japan, and I anticipate that serious expansion abroad will take place in the FY95-96 time frame. Nearer term, we'll concentrate on growing our business in the U.S.—specifically the federal, state and local government markets.

Q You are one of the few people from an editorial background to have made it to the top of an IDG business unit. Why do you think so few editors make the top rung?

A Most editors and writers are in journalism because they love what they do and are hard pressed to leave what provides them intellectual and emotional satisfaction. My own transition from FCWP to GITG a year ago wasn't easy and took longer than I anticipated. I think this is the primary reason more editors choose not to reach for this brass ring.

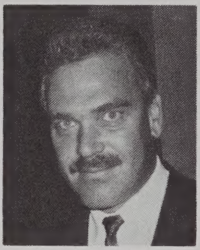
Other issues that tend to limit the number of editors managing business units include the need to know— or to be willing to learn about— finance, sales and marketing and to have an appreciation for considerations beyond the editorial domain. For individuals steeped in the tradition of separation of editorial and sales, of church and state, it can be difficult to see any other side.

European units

-FROM PAGE 2

petitors has hurt *Info PC*. *Golden Mac* continues to struggle under a government ruling that placed it in a higher tax and postage category. The ruling was made because the magazine is dedicated to a single technology, but the decision is under appeal. *Distributique* is going through difficult times but is making up lost revenue with some special issues, and IDG France's telecom and networking magazine is No. 1 in the market.

— Francois Chaussonniere, general manager


World Update
Rauchfuss

World Update
von Heimberg

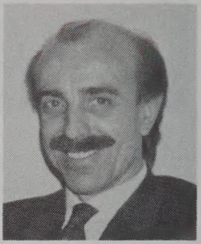
Germany — The recession started in earnest last year in Germany, and there is no end in sight. The total IT advertising market is down 20%, with the recruitment market down 40%. Still, *Computerwoche* has managed to gain market share. A new program gives top advertisers one-time use of the *Computerwoche* database for each 100,000 marks (US$60,000) of advertising they place. The biggest internal initiative has been the electronic publishing project. *Com-puterwoche* has had a production staff of 27. Now four workstations do the job in two and a half days, reducing production time by 50%. On the magazine side, *PC Welt* has more than doubled its circulation from 60,000 to 156,000 copies per month. It is now the fourth largest PC publication in Germany with a good shot at the No. 3 spot. Better circulation and editorial have increased advertising despite the market being off 10% to 15%. The Ziff publications have suffered a 30% to 40% loss in advertising, and *PC Welt* is now ahead of them. Successful TV advertising produced 5,000 new subscribers. *MacWelt* has new competitors, but high quality is allowing it to charge higher prices.

— Ralph Peter Rauchfuss, publisher, Computerwoche; and York von Heimberg, publisher, magazine division

Bíró
World Update

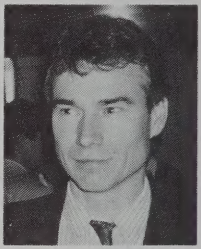
Hungary — Hungary will beat plan this year with profits 15% above target. The prepress and graphical company that IDG started now adds healthy profits and allows the company to produce 77% of display advertising in house. The first offering from IDG Books Hungary, *Corel Draw IV*, is now out. IDG Hungary has made this the year of the reader survey. *PC World* now includes a faxback response card in every issue. A goal for the coming year is to move to desktop publishing, and the staff is studying the experience of *Computerwoche* in Germany to speed the process and avoid mistakes.

— István Bíró, general manager


Bossi
World Update

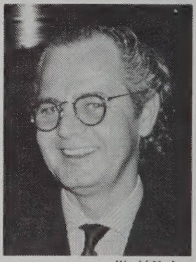
Italy — This has been a year where the target was to change IDG Italy as a company. Among its goals are to gain market leadership, develop long-term relationships with customers, launch new services, stabilize the company as a whole and update the look and contents of the magazines. The Italian economy continues to be terrible, but IDG revenues are up 25%. This comes despite a 60% drop in the amount of advertising being booked into Italy by IMS offices. *Computerworld Italia* is now the clear market leader. Its market share has grown from 21% to 31% in three months and is now consistently beating *PC Week*. The staff plans continuous improvements to *CW*, targeting new applications, solutions and reader needs. Special issues of *CW* are now published as often as the market demands. *PC World* has been updated also, and newsstand sales are up 54%. *Macworld*, launched two years ago, is now the market leader, and *Networking Italia* is progressing nicely.

— Brunello Bossi, general manager


World Update
van Wezel

Netherlands — Advertising losses suffered by *Computer Totaal* were the result of a down market, not the state of the publication, as market share increased in the third quarter. The last-quarter issues are expected to do even better. The market share, now 40%, has come at the expense of *PC Magazine*. *Macworld* included a CD-ROM in its latest issue, and newsstand sales were up 60%. An expense control effort at *LAN Magazine* has lowered costs 35% this year. The staff is about to renegotiate printing contracts, with more savings anticipated.

— Leendert van Wezel, publishing director


Hansen
World Update

Norway — Sales of publications continue to grow despite market dominance by IDG. Subscription revenues are up between 30% and 40%. *Computerworld Norge* has reached a circulation of 15,700. Long-anticipated competitor *PC Magazine* launched in September at less than half the size expected by the market. *Macworld* continues to lag, as the Mac market suffers. The magazine is currently published six times per year. Shows are now a big part of IDG Norway activities. September.is the big month with four shows held in that month alone, including Student Data, CAD-CAM, Windows and Data Security. The CAD-CAM market is slowing in Norway, and the staff will be rethinking whether to continue that show. IDG Norway staff recently met with IDG Books representatives. The goal is to put together a partnership to produce many IDG books in Norway. In all, IDG Norway expects profits to be up 81% in 1993.

— Morten Hansen, general manager

IDG
HR Update
THE HUMAN RESOURCES NEWS BI-MONTHLY
SEPTEMBER/OCTOBER 1993

IDG benefit plan measures up

by Tomas G. Mathews, Director, Human Resources

The Corporate Human Resources department recently completed the 1993 High Tech Publishing Consortium benefits survey. This survey, initiated two years ago by IDG, provides a comprehensive bi-annual review of benefit practices among IDG's direct publishing competitors. Survey participants in 1993 included Cahners, Ziff-Davis, McGraw-Hill, Miller Freeman, CMP, Horizon House, PennWell and the IDG publishing companies.

In analyzing benefits programs it is important to look at the whole picture as well as the specific benefit categories. Consistent with the 1991 survey results, IDG's 1993 Benefits Plan is very strong. Areas of competitive strength for IDG include health/welfare, life/disability, fringe benefits and training programs. An area where IDG is competitive with and often leads the competition is the retirement and financial benefits arena. The one category where IDG does not lead the market, but is competitive, is the time off with pay category; this is a conscious plan design decision.

LEADER OF THE PACK

In the health/welfare category, many factors make IDG's program stand out. Our medical "financials," which include deductibles, copayments and out-of-pocket maximums, are low compared to the competitions.' The IDG Plan also contains features not found in the majority of the competition's programs. Features such as well baby care, spousal equivalent coverage and the vision benefit represent meaningful competitive advantages.

IDG also stands out by continuing to provide free benefit coverage for employees — a feature becoming more scarce every day. Only one other publishing competitor continues to provide free medical coverage for employees. Employees are asked to contribute to the cost of dependent coverage at all the survey companies but the level of IDG's contributions is very competitive.

The life/disability category is another strong suit for IDG. Particular strengths include the level of group life insurance, the availability of supplemental life, a spouse and dependent life option, and a comparatively short waiting period for long-term disability coverage. These are programs that we hope not to take advantage of, but they represent an important safety net to our employees.

Retirement and financial benefits have historically been very competitive at IDG and recently this category has been further enhanced. The addition of a medical flexible spending account (MFSA) in 1993 rounds out IDG's pretax offerings. This new program combined with the dependent care account option, the payment of medical premiums with pre-tax dollars, and the 401(k) Plan make this category tough to beat. Further, the IDG Employee Stock Ownership Plan (ESOP) is unrivaled among the competitive survey group in its historical performance.

The quality and quantity of the IDG training programs leads the competition by a vast margin. The collaborative training programs on the East and West coasts provide a myriad of management, professional, technical and wellness options envied by our competition. Recent enhancements in publishing training (Management Publishing Institute and Publishing Process Overview) along with sales and sales management training programs and executive development initiatives demonstrate that IDG stands by its commitment "to invest in our people through training."

- SEE BACK PAGE

Did you know????

Did you know that you can call an "800" number at Fidelity to handle many of your 401(k) Plan service needs?

You can exchange your existing account balances from one fund to another — money market to Magellan for example. Another service available with a call is to redirect your future payroll-deducted contributions and change the percentages placed in the six funds available to you. To take advantage of these options, call 1-800-421-3844.

For general fund performance information or to see how your portfolio is doing, call 1-800-421-3844.

Did you know that if you have selected HMO coverage, or if you have dependents covered under the IDG Medical Plan administered by John Hancock, you are paying for your share of the monthly premium cost with pre-tax dollars?

By paying their share of the monthly medical premium with pre-tax dollars, employees can save as much as 25% or more, depending on their tax bracket. Bi-weekly contributions are automatically deducted from your paycheck on a pre-tax basis; there is no paperwork needed to initiate this program.

Employees with dependent expenses can save additional money through the IDG Pre-Tax Program for Dependent Care Assistance. This program was established to allow employees with de-

- SEE BACK PAGE

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Did You Know???

- FROM FRONT

pendent care expenses, either childcare or eldercare, to deduct payroll monies and fund a pre-tax account. The monies in the account, up to $5,000 a year, may be used to reimburse actual incurred expenses. For further details, consult the Summary Plan Description booklet, available from your division Human Resources department, or contact your HR Representative.

Did you know that if you are out of work for three or more consecutive work days you may not have to use your sick days?

If you are out of work for three or more consecutive work days because of illness or disability you are eligible to be covered under the Short-Term Disability (STD) program. Once your STD status is approved, the effective date of coverage reverts back to the first day of your illness. This saves your sick days for those occasions when you are out of work due to illness for only a day or two. To qualify for STD you will need to obtain a physician's statement qualifying you as disabled.

To discuss this process in more detail please contact your division Human Resources Department.

HR Update

Contributing Writer
Tom Mathews

Coordinator
Kelly Lynch

Editors
Patricia Smith
Penny Winn

HR Update is a cooperative effort between the IDG HR Department and *IDG World Update.* Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA 01701; fax: (508)935-4600.

ESOP vesting schedule change

An important objective of the IDG Employee Stock Ownership Plan (ESOP) is to provide a substantial income for employees when they retire. An equally important objective is to reward employees for their service with IDG. Over the past few years a considerable amount of money has been paid out of the ESOP to employees with relatively little (fewert han three years) service to the company. As a result, the IDG vesting schedule will be modified as of Oct. 1, 1993.

This change will not impact any current employees' vesting rate. In fact, the change will result in additional benefits for current employees; the amount of forfeitures allocated to current employees should increase. The schedule change is noted below:

Years of Service	Pre FY'94 Schedule		New FY'94 Schedule	
	Annual	*Cumulative*	Annual	*Cumulative*
1	10%	*10%*	0%	*0%*
2	10%	*20%*	0%	*0%*
3	10%	*30%*	20%	*20%*
4	10%	*40%*	20%	*40%*
5	20%	*60%*	20%	*60%*
6	20%	*80%*	20%	*80%*
7	20%	*100%*	20%	*100%*

All employees hired prior to October 1993 will be grandfathered under the Pre FY'94 vesting schedule and as such, will not experience any reduction in benefits. Employees hired after October 1, 1993 will vest according to the new ESOP vesting schedule shown above. If you have any questions regarding this change, please contact your HR Representative.

IDG benefits

- FROM FRONT

The one category where IDG does not lead the competition is paid time off. The IDG programs are well within the competitive range, however IDG chooses not to lead in this area. IDG's culture provides much more flexibility and autonomy than many of our competitor's environments and managers have an opportunity to use discretion in the management process.

ALL IN ALL...

The IDG Benefit Programs are designed with the needs of the employee in mind. IDG strives to offer the best and most comprehensive plan possible, while managing costs. Benefit cost escalation over the years has made this a challenging task. Based upon the results of the 1993 Benefits Survey, and very high scores from the 1993 IDG Employee Opinion Survey, it appears that IDG is truly meeting the needs of its internal customers.

Your input is valued and has resulted in many changes to the IDG Benefits Programs over the past few years. Your local Human Resources department and the IDG Employee Survey are two excellent sources where you can provide input!

IDG ADDS NEW 401(K) FUND!!

IDG has added a sixth mutual fund option to the 401(k) Plan, effective October 1993. The objective of the new fund, *Fidelity Asset Manager*, is to seek high total return with reduced risk over the long term by allocating assets among stocks, bonds and short term instruments. The opportunity to diversify assets among these financial instruments provides greater flexibility to the fund manager than do many other mutual funds.

A recent breakdown of fund assets shows that 60% were invested in stocks, 20% in bonds and 20% in cash and short-term instruments. The historical performance of this fund shows **a one -year return of nearly 17.5% and a three-year average return of nearly 16.5%!**

To begin allocating payroll deductions or to shift money from other funds to the *Fidelity Asset Manager* fund, simply call a Fidelity Service Representative at 1-800-421-3844.

IDG West Career Training & Development Program

Courses offered for October, November & December

For East Coast Listings see Reverse

Management Development

Course	Date	Time	Location
Getting People Committed & Accountable: Coaching & Performance Management	Monday, November 8	8:30 am - 5:00 pm	**South S.F. Conf. Center** 255 S. Airport Blvd. S. San Francisco, CA
Employment Interviewing to Make Good Hires	Monday, November 29	11:30 am - 2:00 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Employment Interviewing to Make Good Hires	Monday, November 29	11:30 am - 2:00 pm	**501 Second Street, 6th Flr.** San Francisco, CA
Successfully Giving Work Assignment	Monday, December 13	11:30 am - 2:00 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Successfully Giving Work Assignment	Monday, December 13	11:30 am - 2:00 pm	**501 Second Street, 6th Flr.** San Francisco, CA

Professional Development

Course	Date	Time	Location
Presentation Skills (Basic)	Monday, November 1	8:30 am - 12:30 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Presentation Skills (Advanced)	Monday, November 1	1:00 pm - 5:00 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Conquering Procrastination	Monday, December 6	8:30 am - 12:30 pm	**China Basin Landing** 185 Berry St., Ste. 6440 San Francisco

Technical Development

Course	Date	Time	Location
Excel for the Mac (Basic)	Tuesday, October 12	8:30 am - 12:30 pm	**Ciber Training** 130 Battery St., Ste. 380 San Francisco, CA
Microsoft Windows (Basic)	Monday, October 18	8:30 am - 12:30 pm	**Ciber Training**
Microsoft Windows (Basic)	Tuesday, October 19	8:30 am - 12:30 pm	**Computer Resource Center** 1065 E. Hillsdale Blvd. Ste. 404 Foster City, CA
DOS (Basic)	Tuesday, October 26	8:30 am - 12:30 pm	**Computer Resource Center**
Microsoft Word for Windows (Basic)	Tuesday, November 2	8:30 am - 12:30 pm	**Computer Resource Center**
Quattro Pro for Windows (Basic)	Monday, November 8	8:30 am - 12:30 pm	**Computer Resource Center**
Microsoft Excel for the Mac (Intermediate)	Tuesday, November 9	8:30 am - 12:30 pm	**Ciber Training**
Microsoft Word for Windows (Intermediate)	Tuesday, November 30	8:30 am - 12:30 pm	**Ciber Training**
Adobe Photoshop for the Mac (Basic)	Tuesday, December 7	9:00 am - 4:00 pm	**Ciber Training**
Microsoft Word for the Mac (Intermediate)	Tuesday, December 14	8:30 am - 12:30 pm	**Ciber Training**

Look for your new copy of the FY '94 IDG West Career Training and Development Program Booklet in your mailbox within the next few weeks. For further information, contact Laurie Durlester at (415) 312-0594

Management / Professional / Technical Development Program

East Coast Collaborative Training Program

Courses offered for October, November & December

For West Coast Listings see Reverse

Management Program

Course	Date	Time	Location
Fundamentals of Management (2 days)	Mon., October 11 & Mon., October 18	9:00 am - 4:00 pm	IDG Tax Conf. Room, 3rd Flr.
Managing Performance for Results	Tuesday, November 9	10:00 am - 4:00 pm	IDC Boardroom B, 4th Flr.
How to be a Successful Manager at IDG	Tuesday, November 30	9:00 am - 1:00 pm	IDG HR Conf. Room, 3rd Flr.

Professional Program

Course	Date	Time	Location
Publishing Process Overview	Monday, November 1	8:30 am - 1:15 pm	IDC Boardrooms A&B
Presentation Excellence (2 days)	Tuesday, November 2 & Wednesday, November 3 **or** Thursday, November 4	9:00 am - 4:00 pm	IDC Boardroom B, 4th Flr.
Unleashing Your Creative Potential	Tuesday, December 7	9:00 am - 5:00 pm	IDC Boardroom A, 4th Flr.

Wellness and Personal Development Program

Course	Date	Time	Location
Blood Pressure & Cholesterol Screen	Monday, November 8	1:00 pm - 6:00 pm, By appointment	IDC Boardroom B, 4th Flr.
Personal Financial Management	Wednesday, November 10	10:00 am - 12:00 pm	IDG HQ Conf. Room, 16th Flr.
Stress Management	Wednesday, December 1	8:30 am - 12:30 pm	IDG HR Conf. Room, 3rd Flr.
Infant / Child CPR Recertification	Wednesday, December 8	1:00 pm - 4:00 pm	IDC / TIS Boardroom, 2nd Flr.

Technical Program

Executrain Inc -- PC Courses

Course	Date	Time	Location
Windows 3.1	Friday, October 22	1 day (8:30 am - 4:30 pm)	Framingham
Intermediate Windows 3.1	Thursday, November 18	1 day (8:30 am - 4:30 pm)	Framingham
Lotus 1-2-3 / Windows 4.0	Thursday, November 4	1 day (8:30 am - 4:30 pm)	Boston
Beg. Lotus 1-2-3	Tuesday, November 2	1 day (8:30 am - 4:30 pm)	Framingham
Lotus 1-2-3 Graphs/Database (Interm.)	Monday, November 29	1 day (8:30 am - 4:30 pm)	Framingham
Advanced Lotus 1-2-3	Thursday, October 28	1 day (8:30 am - 4:30 pm)	Framingham
Beg. Excel 4.0	Friday, October 22	1 day (8:30 am - 4:30 pm)	Framingham
Excel 4.0 Graphs/Database (Interm.)	Wednesday, December 8	1 day (8:30 am - 4:30 pm)	Framingham
Advanced Excel	Thursday, December 16	1 day (8:30 am - 4:30 pm)	Framingham
Word for Windows	Monday, November 15	1 day (8:30 am - 4:30 pm)	Framingham
Word for Windows	Thursday, December 2	1 day (8:30 am - 4:30 pm)	Boston
Intermed. Word for Windows	Wednesday, October 27	1 day (8:30 am - 4:30 pm)	Framingham
Beg. WordPerfect 5.1	October 21, Thursday	1 day (8:30 am - 4:30 pm)	Framingham

Professional Development Group Inc. (PDG) -- Macintosh Courses

Intro to the Macintosh	Wednesday, November 10	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Excel	Mon. & Tues., October 18-19	2 day (9:00 am - 5:00 pm)	Framingham
Intermediate Excel	Monday, November 22	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Microsoft Project	Mon. & Tues., November 8-9	2 day (9:00 am - 5:00 pm)	Framingham
Intro to Microsoft Word	Tuesday, November 16	1 day (9:00 am - 5:00 pm)	Framingham
Intermediate Microsoft Word	Monday, November 29	1 day (9:00 am - 5:00 pm)	Boston
Intro to Filemaker Pro	Wed. & Thurs., October 20-21	1 day (9:00 am - 5:00 pm)	Framingham

TechComputer Inc. -- Macintosh Courses: Desktop Publishing & Multimedia.

DeltaGraph	Wednesday, October 27	1 day program	Cambridge
Freehand (Day 1, 2)	Thurs. & Thurs., December 8-9	2 day program	Cambridge
Illustrator (Day 1, 2, 3)	Tuesday, December 7, 14, 21	3 day program	Cambridge
PageMaker (Day 1, 2, 3)	Wednesday, December 8, 15, 22	3 day program	Cambridge
Photoshop (Day 1, 2, 3)	Thurs. Nov. 18, Mon. Nov. 22, Thurs. Dec.2	3 day program	Cambridge
QuarkXPress (Day 1, 2, 3, 4)	Fri. Nov. 19, Tues. Dec.14, Tues. Jan.18, & Tues. Jan.25,	4 day program	Cambridge

Look for your new copy of the FY 1994 East Coast Collaborative Training Program Booklet in your mailbox within the next two weeks! More Technical courses, dates and locations are available -- call Theo Guest at (508) 935-4766 for more details.

*IDG & IDC locations are at 5 Speen Street, Framingham. IDG HQ is located at 1 Exeter Plaza, Boston.

Management / Professional / Wellness / Technical Programs

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 4, 1993

The ***Job Opportunity Listing*** *will be published weekly in the* ***IDG World Update*** *indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.*

EVENTS MANAGER (IDG MARKETING SERVICES DIVISION)

The Events Manager will have responsibility for more than two dozen events yearly, including the IDG Global Summit. Requirements include at least three years of successful experience in event planning and execution with a demonstrated record of achievement in staging world-class events. Other requirements include experience in managing the events budget and negotiating favorable contracts. Experience in a deadline-oriented environment and excellent communication skills are necessary. Travel required.

ADVERTISING SALES REPRESENTATIVE (TECH MEDIA)

The candidate will be responsible for sales, service and development for the publication's mail order department and classified advertising space throughout the United States. Must possess strong communication and negotiation skills, have familiarity with the computer marketplace and be familiar with the publishing process. Prior sales experience required.

ASSOCIATE RESEARCH ANALYST / PRINTERS PROGRAM (IDC)

The Printers Program Associate Analyst will conduct research, provide inquiry support to clients, coordinate and write newsletters and assist in database management. Successful candidate must have a college degree, excellent writing and analytical skills, computer experience and knowledge of the printer market.

ASSISTANT EDITOR (NW)

This person will be working in the Features Department. Responsibilities include contacting vendors to arrange delivery of products, assisting in preparation of charts and Buyer's Guide articles. Candidate will verify information with vendors and contact users/consultants for answers to technical questions posed by readers. Moderate writing and editing skills required. The ability to juggle multiple tasks and meet deadlines is required. Experience in Microsoft Word and Excel applications using the Macintosh. Degree in Journalism or Communications preferred.

COPY EDITOR (IFW)

Candidate will edit copy for grammar, spelling and style; write headlines, captions and pull quotes. A degree in English or Journalism plus one year experience is preferred. Experience with QuarkXpress a plus.

ADMINISTRATIVE ASSISTANT - EAST COAST (PCW)

The successful candidate should have strong administrative skills and advanced experience using PC's and LOTUS 1-2-3. Financial and/or circulation background desired. Strong interpersonal skills necessary.

MARKETING INTERN - PART-TIME (MULTIMEDIA WORLD)

The candidate will work closely with the Market Development Manager in administering key areas of the Marketing Department in support of MMW Marketing and Ad sales. This person will develop procedures for sales, editorial and management use of MMW marketing systems and train individuals in systems use. Must possess good analytical and critical thinking skills. Creative and design abilities a must. Knowledge of IBM compatible programs such as Word for Windows, Excel and Filemaker is necessary. Part-time position, less than 30 hours per week.

SENIOR MARKET RESEARCH ANALYST (PCW)

The candidate will support Ad Sales and Marketing with well researched, carefully analyzed, timely and accurately presented information for *PC World* marketing. Must possess strong analytical, organizational and communication skills. Basic understanding of research design and execution with experience in media research. Good understanding of marketing, advertising and media/publishing a plus. Familiarity with high tech industry and proficient with PC software in spreadsheets and presentation applications is necessary.

Job Opportunities

Revised: October 4, 1993

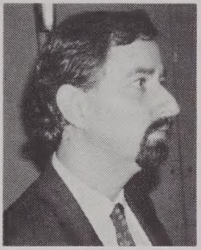
Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Events Manager	MSD, Boston, MA	G. Lodge	(508)820-8161
IDG	P/T Office Services Ass't.	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG	List Sales Representative	List Services, Natick, MA	B. Thompson	(508)935-4531
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG/NC	Managing Editor	IDG Newsletter Corp.,Boston, MA	M. Cornetta	(508)935-4734
IDG/NG	US Correspondent	IDG News Group,San Francisco,CA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Data Entry Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telemarketing Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP & Gen, Mgr, - Comnet	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
TMP	Advertising Sales Rep.	*Desktop VideoWorld*, ,Peterborough,NH	K. Miller	(603)924-0134
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	K. Miller	(603)924-0134
IDC	Assoc.Rsch.Analyst/Print.Prog.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Operations Coord.	Framingham, MA.	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst/PC Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Receptionist	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Consulting Manager	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Mkt. Manager.Internat'l	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	Assistant Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Reporter	Framingham, MA	P. Desmond	(508)820-7419
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Sales Assistant	Irvine, CA	K. Schackel	(408)394-7509
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Quality Assurance Specialist	CW Database, Framingham,MA	G. Acquafresca	(508)935-4282
CWPI	Database Programmer	CW Database,Framingham, M A	J. Block	(508)935-4695
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
CWPI	District Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Administrative Sales Assistant	Framingham, MA	L. Conolly	(508)935-4791
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Account Manager (2)	*InfoWorld*, Natick, MA	D. Vieraitis	(415)312-0566
IW	Sales Representative	InfoWorld Direct, Dallas, TX	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Macintosh Editor (temporary)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Account Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Marketing Intern	*Multimedia World*, San Francisco,CA	D. Dean	(415)267-1731
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Market Research Analyst	*Multimedia World*, San Francisco,CA	T. Gewecke	(415)978-3153
PCW	Administrative Assistant	*PC World*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	PCW Fact Checker	*PC World*, San Francisco, CA	A. Kandra	(415)267-1750
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor - Reviews	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Editorial Assistant	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Ass't System Administrator	*PC World*, San Francisco, CA	J. Moody	(415)978-3289
MAC	Adv. Sales Associate	*Macworld*, Natick, MA	J. Flynn	(508)872-8600
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
IMI	Copy Editor	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	West Coast Adv. Mgr	Integrated Media, San Francisco, CA	J. Barnard	(415)978-3183
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Designer	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

Szot

World Update

Poland — IDG Poland crossed the line into clear profitability in 1993. Profit margin went from a minus 9% to a plus 9%. In June, the 100th issue of *Computerworld Poland* came out with 70 pages and 60% advertising. In July, another big money-maker was *CW*'s special issue on the top 100 companies in Poland. *CW* will do four special reports each year, the most recent, focusing on banking systems. The staff is investigating new printers and plans as part of the change to upgrade the paper quality and look of *CW*. *PC World* lost share this spring to a host of new PC publications that entered the market. The response by the staff has been to improve quality and hold prices in the belief that in the long term, quality will pay off. The Polish IT market is still growing 22% per year, so there are lots of opportunities.

— Kasimierz Szot, general manager

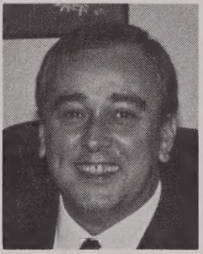


Lopes

World Update

Portugal — IDG's partners in Portugal are new to the IDG family but not new to the market. Last spring, *Cerebro* magazine became *Cerebro/PC World*. The goal is to be the market leader by the end of 1994. *Cerebro/PC World* is now participating in the *PC World* DAT distribution system. The DAT drive was received in July, and *PC World* content from the system was included in the August issue. Last month, the first issue of *Correo/Computerworld* debuted. This is another conversion of an existing magazine into a member of the IDG family.

— Luiz Lopes, general manager,
Socedite, Sociedade Editorial



Zabala

World Update

Spain — A few months ago, IDG Spain was worried about the launch of a much-promoted new competitor, *Super PC*, but the new publication proved no competition for IDG's existing titles. The magazine contained just games and information for home users, and *PC World* readers remained loyal. *PC World* has increased circulation and its cover price to be the most expensive in the market, but despite heavy promotion, competitors such as *PC Magazine* are making no headway. *Computerworld* has also gained market share. *Computerworld* editorial is changing to more nearly resemble the contents of *InfoWorld* U.S. because that is what reader surveys indicated a need for. The Spanish economy is very difficult now, with unemployment at 21%. Yet, IDG Spain expects to make plan for the year. *Macworld* continues to gain market share, and the staff will soon test some Lotus newsletters.

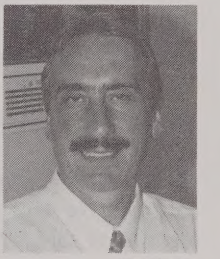
— Paco Zabala, general manager

Sweden — IDG Sweden is on plan and is most concerned about the Mac and Windows markets. In the Windows market, Microsoft itself is viewed as a competitor. On the Mac front, Apple Sweden closed its own publication and is recommending the IDG alternative. Recently, IDG Sweden produced a successful consumer IT show with 65 exhibitors and about 10,000 attendees. They expect the show to double in size next year. IDG Sweden is participating in an experimental electronic superstore project with a partner to explore the market opportunities. In the book area, IDG now has 25 titles in print in Sweden. Recruitment advertising in IDG Sweden publications was up a surprising 25% this summer.

Marnfeldt

World Update

— Bengt Marnfeldt, general manager

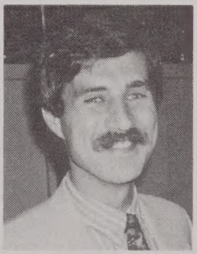


Osterwalder

World Update

Switzerland — Things are looking up in what has been a terribly depressed market. IBM took eight pages of ads in a recent *Computerworld Schweiz*, more than in the entire previous year. IDG now publishes three Swiss publications: *Computerworld*, *PC Katalog* and *Macworld*. The publications dominate the market, and *Computerworld* expects the best September ever. The Swiss Mac market is in difficult shape, and *Macworld* continues to struggle, although October will be a good month with Macworld Expo. The PC market is booming, and IDG Switzerland is looking at ways to exploit that. There are now more than 100,000 PCs in private homes, and IDG is studying how to exploit this new SOHO (small office/home office) market. Rather than fighting the daily newspapers, IDG Switzerland is looking at going into partnership with them and producing a supplement for the SOHO market.

— Gebhard Osterwalder, general manager



Altaca

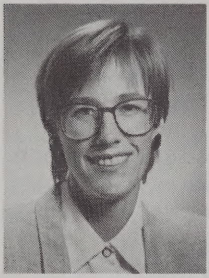
World Update

Turkey — IDG Turkey is now producing a quarterly IBM magazine on contract for IBM. IBM pays all the costs and guarantees a profit. The project is not only a money maker but ties the company closely to a major customer. In August, typically a weak month for *PC World*, a disk included with the issue helped hold up circulation levels. The disk premium doubled anticipated circulation for the month. *PC World* is growing steadily, with circulation passing 20,000 in the average month. *Computerworld* continues to do well with a special 200th issue planned shortly. *Macworld Turkey* became profitable for the first time in September. A close alliance has been built with IDC Turkey, and a variety of joint research projects are planned. In 1994, the company challenge is to improve the bottom line in the face of growing competition.

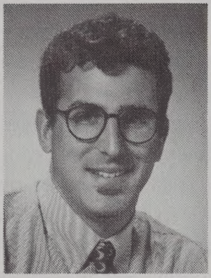
— Mehmet Ali Altaca, general manager

Noteworthy!

PROMOTIONS



Baskin PC World



Kanes PC World

PC World Editor-in-Chief Phil Lemmons recently announced the promotions of **Cathryn Baskin** to editor and **Robert Kanes** to art director. "Both are skilled professionals who have clearly demonstrated their abilities to produce outstanding, creative work on time and on target," Lemmons said. "In their new positions, Cathryn and Robert will enhance *PCW*'s ability to present our readers with the hardware and software information they need in a way that is visually appealing and editorially compelling."

Cathryn, who joined *PC World* in October 1991, was most recently *PCW*'s managing editor and handled the day-to-day operations of getting the publication to print. Robert joined *PCW* as a photographer in 1988 and later moved up to associate art director.

TRANSFERS

Mike Wallace, previously a financial analyst at IDG Books, has signed on as an advertising information manager for *PC World*. He will serve as credit department liaison and resident Omni expert, book and bill advertisers and track customer performance.

NEW EMPLOYEES

Joyce Clarke is working in *PC World*'s Los Angeles sales office as administrative assistant to Southern California Account Mananger Bill Hanck. She recently worked as the personal secretary to the bishop of the African Methodist Episcopal's 14th District/West Africa. Joyce has a BS in TV and radio communication from Emerson College.

■ ■ ■

Crown InfoWorld

Susan Crown has been hired as director of marketing for *InfoWorld*. She has a BA in English, with graphic arts and creative writing minors, from Hartwick College. In her off hours she volunteers for the Big Brothers/Big Sisters Association and enjoys golf and hiking.

Most recently a senior account executive at National Trade Productions, **Chris Nielsen** has joined IDC Government as civilian agency account director. He has a BA in political science and a BS in international business from the University of Colorado/Boulder and makes time for skiing, golf, softball and tennis.

■ ■ ■

John DePietro, Jr., is an analyst for IDC's LAN division in Framingham. He recently worked at Proteon as a product manager of intelligent and integrated hub router products. John has a BS in business administration from Northeastern University and enjoys skiing and mountain biking.

Finnish unit bids farewell to 20-year veteran

Evi Leppänen retired on Sept. 1 after almost 20 years of service to IDG's Finnish licensee Oy Talentum Ab. She began her career in editorial and later moved on to advertising marketing responsibilities. For the past five years, Evi was the advertising manager for *Tietoviikko* and had been a member of the publication's staff since it was founded 10 years ago. During the past year she also had responsibility for Talentum's other data publications, *MikroPC* and *Tietoverkko*.

Evi's successor, Tiina Virtanen, will continue producing the monthly "What's Up" newsletter that Evi created to inform IDG sales staff, agents and other advertising clients about Talentum publishing news. According to Ulla Takala, director of data publications, "Evi got the title of 'Lady IDG' for the competent way she took care of our cooperation partners all over the world." During her retirement, Evi is looking forward to concentrating on her hobbies: traveling, languages and good food.

Oy Talentum Ab

Evi Leppänen's colleagues at Oy Talentum Ab honored her with a limousine tour of Helsinki and a dinner party. Ulla Takala (left) and *Tietoviikko* Editor-in-Chief Timo Tolsa were among the attendees.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS

Joanne Oteri Capolino - Computerworld

FOURTEEN YEARS

Howard Happ - TechMedia Publishing

NINE YEARS

Juan Marquez - IDG Spain
Janet Morita - IDG World Expo
Michael McCarthy - SunWorld
Madeline Spencer - IDC

EIGHT YEARS

Carol Spach - CIO

SEVEN YEARS

Claude Giffard - IDG France

SIX YEARS

Val Landi - IDG
Lauren Black - Macworld

FIVE YEARS

Greg Silva - PC World
László Guttray - IDG Hungary
Betsy Buma - IDG
Terrence Jones - IDG
Linda Rich - IDC
Janet Nixon - IDC

FOUR YEARS

Hilal Sala - Integrated Media
Marcio Lopez - IDG Brazil
Gisela Nerke - IDG Germany
Deborah Alventosa - IDG Spain
Shirley Sweeney - IDG
Anne Nickinello - Network World
Merideth Bickford - Techmedia Publishing
Gary Rocchio - Macworld

THREE YEARS

Nancy Whittaker - CWDD
Katalin Lászlό - IDG Hungary
Gloria Cunha - IDG Brazil
Claudia Silva - IDG Brazil
Julie Savage - GITG
Lori Sadewitz -CIO
Jennifer Rizzo - IDG
Nancy Whittaker - Computerworld

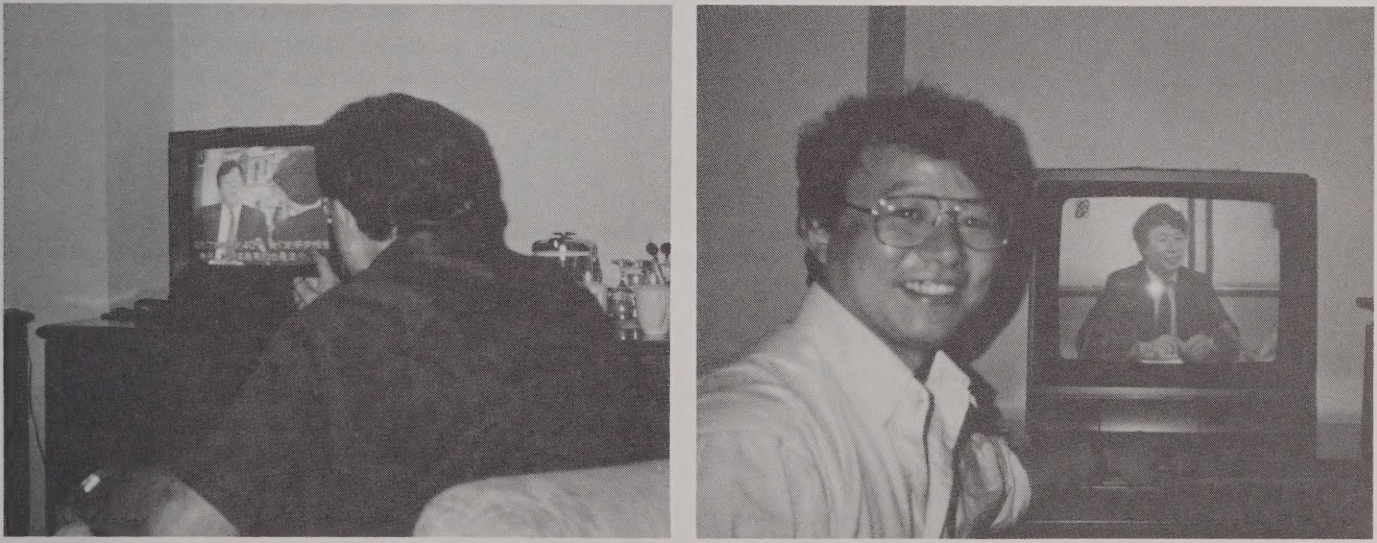
TWO YEARS

Alan Alper - Computerworld
Francis Aviani - PC World
Todd Fong - IDG Central Services
Csaba Mészáros - IDG Hungary
Lukács Vértes - IDG Hungary
Rolf van den Brink - IDG Sweden
Megg Bonar - IDG Books
Jose Luis Palacios - IDG Spain
Shiva Singh - IDG World Expo
Kimberly Morneau - CIO

ONE YEAR

Mard Naman - Publish
Szilvia Davidovics - IDG Hungary
Pedro Costa - IDG Brazil
Waterloo Delambert - IDG Brazil
Hans Gydal - IDG Sweden
Oscar Gonzalez - IDG Spain
Deirdre Dugan - Macworld
Robert Peyton - IDC
Phillip Hulbert - IDC

Instant replay



Asia Support Center

IDG Chairman Pat McGovern (l) watches himself on CCTV, China's official television station, from his hotel room in Beijing during his recent trip through Asia. The 20-minute prime time program "Information Industry in China" included an overview of IDG, interviews with McGovern and IDG Asia Support Center President Hugo Hsiung (r), and staff from the InfoWorld Test Center, which recently hosted a group of Chinese engineers who plan to establish a similar test center for *China InfoWorld*. The TV program aired on Sept. 5 and was seen by more than 200 million people.

ITrivia ? ? ?

Congratulations to Harriet Darling, Robert Snowden Jones and Mark Stevens of *InfoWorld*'s editorial department, who correctly answered the trivia questions at right. Their group will receive coffee and doughnuts courtesy of *IDG World Update*.

Look for another test of your computing knowledge soon!

Thanks to the Computer Museum in Boston for its permission to reprint these questions culled from its annual Computer Bowl competition presented by the Association for Computing Machinery.

What's your IT IQ?

1. In the past, the Chinese used the abacus to do their national census. They stopped using it and replaced it with a computer. When did the Chinese drop the abacus in favor of computers — was it 1972, 1977 or 1982?

2. In the mid-1970s, one of the first real personal computers was introduced. The computer was named after a destination visited by the starship *Enterprise* on the program "Star Trek." What was the name of that destination and the computer? Was it IMSAI, SOL, Altair 8800 or Apple Two?

3. In August 1981 a major new personal computer was introduced. What was the computer?

4. *InfoWorld* columnist Robert X. Cringley wrote a book entitled *Accidental Empires*. There is a lengthy subtitle to the book which begins: "How the Boys of Silicon Valley Make Their Millions, Battle Foreign Competition, and...". Can you complete the title? You'll need five more words.

5. According to the Computer Industry Almanac, as of 1990, California had the most computer companies in the U.S., with over 38% of the total. Massachusetts was No. 2. Within plus or minus 5%, what was Massachusetts' share of the nation's computer companies?

6. Comdex has become one of the dominant trade shows in the computer industry. In what year was the first Comdex held? Was it 1978, 1980 or 1982?

7. During the development of computers in the 1930s and 1940s, what was not used for storing computer data: old movie film, aluminum tape or snake scales?

8. According to a 1990 article in *Computer Reseller News*, then-Apple CEO John Sculley was the highest paid executive in the computer industry. Was he paid $1.5 million, $2 million, or $2.5 million?

1. 1982. 2. Altair 8800. 3. IBM PC. 4. "...Still Can't Get a Date. 5. 9.8%.
6. 1978. 7. Snake scales. 8. $2.5 million.

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

He's baaaaack! Bill Murphy agrees to postpone retirement
- PAGE 3

IDC analysts brief IDG sales reps on latest technology trends
- PAGE 5

IDG Books controls 55% of booksellers' bestseller list
- PAGE 5

IDG World Update

VOLUME 23, NUMBER 41 **OCTOBER 11, 1993**

IDC's third European IT Forum tackles tough issues

How Europe can develop digital communication highways and boost its competitiveness in the worldwide information technology market was a major theme at IDC's third annual European IT Forum, held September 22-24 in Venice.

Close to 350 IT users and vendors and representatives of the European Community and local governments also explored distribution issues, the evolving requirements of the region's IT customers, and how political authorities should be taking action to protect and develop the IT business. More than a dozen senior IDC analysts from five countries steered the smaller discussion groups.

According to IDC President **Kirk Campbell**, returning guests said this year's agenda, which featured appearances by Europe's top IT executives, was the "best yet."

Attendees particularly lauded presentations by Michael Malone, co-author of *The Virtual Corporation*, and Lester Thurow of MIT's Sloan School of Management. Malone looked at how improvements in information processing technology are revolutionizing products and services and causing companies to take on new shapes, while Thurow examined the anticipated economic battle among Japan, Europe and the U.S.

World Update

Roberto Masiero, president of IDC Europe, listens as IDG Chairman Pat McGovern makes a point during a break in the day's activities.

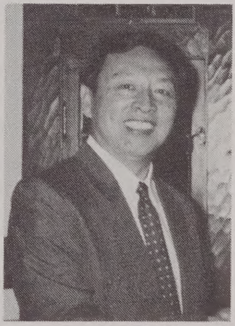
The subtitle of the Forum, "Communications at Every Level," referred to two elements. Europe still functions as a divided market, with a variety of products and services sold under different conditions and through different channels. Second, the IT market itself is burgeoning in many different environments: home, office and mobile communications.

During the Forum, IDC President

- SEE PAGE 2

IDC's Saiman Hui earns 1993 Chairman's Cup

As the 1993 fiscal year drew to a close, IDG Chairman **Pat McGovern** presented awards to IDC's most successful business unit managers. The top award went to **Saiman Hui**, general manager of IDC China/Hong Kong.



IDC China/Hong Kong

Hui

Hui received IDC's 1993 Chairman's Cup from McGovern during the IDG Board of Directors meeting in Hong Kong last month.

"Saiman is the leading expert on IT market trends in the People's Republic of China," said IDC President **Kirk Campbell**.

"Under his astute business management, the IDC China/Hong Kong operation is earning an annual profit margin of over 20%, the highest of any IDC country office in 1993."

Four additional IDC managers were honored for outstanding performance. See page 2.

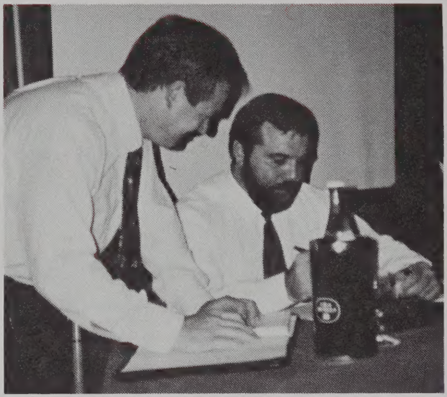
Forum

-FROM PAGE 1

gence of the telecommunication, systems and professional services markets. "What we see is an emerging central role of communications. The traditional systems market is limited in terms of what users need," he said. "In a sense, 'IT' is an obsolete word. Today, we must talk about 'ICT' — Information and Communication Technologies."

Although the European IT growth rate is inching up slowly— projected to be 4.3% in 1992/93 — Europe is still in an economic crisis and entrepreneurs are debating which solutions will best contribute to an economic recovery, Masiero said. One of the proposed solutions was investing in a technological infrastruture to support the integration process.

"This means digital communications highways. Without them, European companies will loose opportunities and lag behind the U.S," Masiero said. The forum debate touched on the problems of building the highways, who manages them, what applications should be on them, and how all this can be resolved for competitive advantage for the European users.



World Update

Tom Tiefenbrunner, IDC Germany (l) and Frank Cutitta, IMS, compare notes at last month's IT Forum.

Seven corporate sponsors, one more than last year, provided Forum attendees with a look at their latest products and services. Apple, Bull, Olivetti, Finsiel, Seimens-Nixdorf, 3Com and Novell staffed booths outside the conference rooms.

Retire? Did he say retire?

You can't believe everything you read — not even in *World Update*! And just to prove it, IDG Executive Vice President/ Finance **Bill Murphy** will not be retiring just yet, as reported in our June 21st issue.

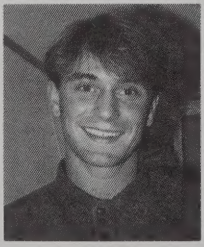
In anticipation of an extremely busy upcoming year, IDG Chairman **Pat McGovern** has persuaded Murphy to remain with the company at least through FY 94.

"During the next year I'll be working on transitioning some of my responsibilities to people in the financial and accounting areas as well as working on several longer term projects," Murphy said.

"So, I'll save all those wonderful E-mails and personal notes people sent me and read them once again one day in the future," he added. "Following a very good year in FY 93, I look forward to working with my colleagues on an even more successful FY 94."

McGovern hosts dinner to honor top IDC managers

Following IDC's European IT Forum in Venice, IDG Chairman **Pat McGovern** hosted a special IDC dinner to congratulate U.S. managers for their fine profit performance and to recognize the key role European managers have played in improving bottom line results in 1993. He concluded the dinner by presenting four special awards to recognize outstanding performance by IDC managers.



Andersen World Update

Per Andersen, research manager of the European Unix Program in Copenhagen for the past three years, won the award for the "Most Profitable European Expertise Center." "Per has done a superb job," said IDC President **Kirk Campbell**. "The research binder is always full, and clients are extremely satisfied with the program's inquiry service."

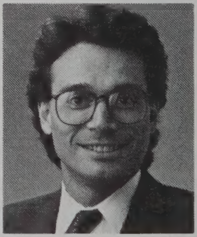
Henry IDC U.K.

Keith Henry, general manager of IDC and TISC U.K., earned the award for "Greatest Improvement in European Profits." According to Campbell, Henry "has done a tremendous job turning around the financial results for both IDC and TISC U.K." since he joined IDC in August 1991 from Dataquest. The U.K. operations are expected to deliver even better profit performance in FY 94.

Gigi Wang, vice president of IDC's U.S. Communications Research Group, won the award for "Highest U.S. Profit Margin." "Before Gigi joined IDG, everyone thought that an IDC research group could never earn a profit margin higher than 10% to15%," Campbell said. "Gigi has taught everyone at IDC a lesson — the Communications Group earned an incredible profit margin of 28% in FY 93, with profits of $900,000."

Wang IDC

The award for "Largest U.S. Profits" went to 10-year veteran **David Vellante**, senior vice president of IDC's U.S. Systems, Storage, Software and Leasing Groups. IDC's largest research division delivered record U.S. profits of more than $1 million in FY 93. Noted Campbell, "Dave has an outstanding record in developing profitable new products at IDC."



Vellante IDC

On line

ASK EDIE

Edith Holmes, president of Government Information Technology Group, concludes her guest column this week.

Q How is running IDC Government similar to, or different from, running *Federal Computer Week*?

A Both GITG companies share the same market: governments and their purchase and use of information technology and companies that sell IT to the public sector. But the two businesses are fundamentally different. Trade publishing is a broadcast medium that delivers information to a defined but wide readership, while research is narrowcast with products that are intended for a much smaller audience and that are often high-priced and proprietary.

Further, the tradition in this country of an independent press permits *Federal Computer Week* a freedom that IDC Government does not necessarily enjoy. So long as its reporting and articles are responsible and balanced, *FCW*'s writers and editors can say what they believe to be true. Though they may disagree and make life difficult for the newspaper's ad sales staff, companies tend not to pull the plug on their advertising schedules because of the negative impact such an action has on their own marketing efforts.

Research also demands responsible and balanced writing, incorporating what the researcher believes to be true. But renewal often is strongly affected by the client's *perception* of the value received. So long as an IDC Government client believes his needs were met, repeat business is highly likely, if not assured. The converse is also true, even when all of our internal measures say the value was there. As a result, IDC Government's business demands constant client contact, a client service attitude on the part of the research and sales staffs, and in these times of tight budgets, a continuous justification of the research company's existence as a supplier of services.

Q What are the main technology issues facing the government?

A At the top of the list of issues is the fact that technology does not exist, nor can it be implemented, in a vacuum. The need to re-engineer business processes *before* automating them is as crucial in Washington, D.C., and in state capitals across the country as it is in the commercial sector. Business process re-engineering (BPR) lies at the heart of Vice President Al Gore's National Performance Review, the Clinton administration's blueprint for "re-inventing government" unveiled last month. Both BPR and Gore's review are the subjects of a September white paper written by the editorial staff at *FCW*.

Once the processes behind government are analyzed and simplified, federal and state agencies must choose technology architectures that make sense for their particular applications. In fact, in a survey conducted earlier this year, clients for IDC Government's research services rated the selection of an architecture that will meet their needs now and for the next five years the No. 1 technology issue they face. Networking their organizations followed in the priority lineup, with the adoption of open systems trailing a distant third.

Q Are you the only woman at IDG who is head of a business unit? What challenges have you faced as a woman in your role as president of GITG? How have you handled that?

A I've done some research to answer this question. So far as I have been able to determine, four women are presidents of IDG business units around the world, including me. In addition, two women are presidents within IDG's centralized operations: Kathy Dinneen heads IDG Communications Research Services, while Deb Goldstein runs IDG Communications List Services. The company also has four corporate vice presidents who are women: Jayne Enos, taxes; Marion Kibbee, corporate services; Susan Petrie, financial analysis and planning; and Martha Stephens, human resources. In addition, Susan and Marion are members of the IDG Executive Committee.

Today, 50% of IDG's U.S. managers are women. Roughly the same percentage of women attend the Publishing Institute each year. My expectation is that more women will head individual organizations within IDG before long.

As for challenges, those I face in the role of president are no different than those met by men who head business units. Every business unit head is expected to meet and preferably exceed three performance goals: bottom-line financial performance, employee satisfaction as measured by the annual companywide survey, and customer satisfaction as measured by surveys, focus groups and other means. I have and will continue to try to meet these challenges by doing my best.

Q In those few hours when you're not running GITG, what do you like to do?

A I enjoy spending time with my family — my husband, David, an attorney and volunteer emergency medical technician, and children, Richard, 10 years old, and Sarah, 7. Beyond Cub Scouts, piano lessons, soccer and baseball, we like to visit Camden Yards for Orioles baseball games and natural and historic sites in the U.S. and other countries. We are also active in a Washington, D.C., church that emphasizes programs for inner-city youth, people who are homeless and people who are mentally ill. When I have a moment of solitude, reading is my favorite pastime.

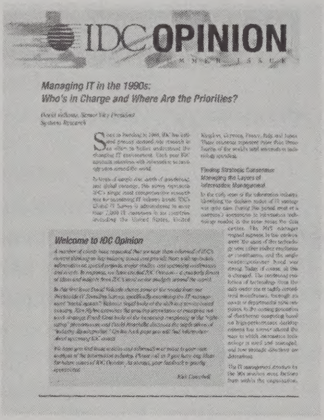
Questions for the regular "On line" columnists — IDG Chairman Pat McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy — may be faxed anonymously to 617-423-0712.

IDC Opinion aims to give clients 'the big picture'

Developed in response to customer requests, newsletter focuses on broad issues

When the clients talked at last year's national accounts council meeting, IDC listened. As a result, this summer IDC produced its first issue of *IDC Opinion*, a newsletter of ideas and insights from IDC's most senior analysts.

"People told us that while the quality of research was excellent, IDC products were so focused that unless customers subscribe to everything they never get a sense of the scope of IDC's work," said **Kim Myhre**, senior vice president for worldwide consulting. *IDC Opinion* was created to keep customers informed of IDC's current thinking on broad industry issues and provide information on special projects, upcoming conferences and other events.



IDC OPINION

SUMMER ISSUE

Managing IT in the 1990s:
Who's in Charge and Where Are the Priorities?

Welcome to IDC Opinion

An enthusiastic response from customers may boost the length and frequency of *IDC Opinion*.

Myhre solicits and edits the analysts' articles, while Graphic Design Manager **Kathy Collins** handles the desktop publishing.

The first issue covered five topics, including "Rightsizing War Stories: Lessons for Success" and "Consulting Services Industry Gold Rush." Initially planned as a quarterly eight-page newsletter, *IDC Opinion* may increase its frequency and length at some point given the analysts' interest in participating and customers' favorable response.

All U.S. clients received the summer issue, while the fall issue will be distributed worldwide. The fall *IDC Opinion* will appear just before the annual accounts council meeting October 18-19 which, for the first time, will include international customers.

Both the newsletter and the meeting's worldwide clientele are two examples of an ongoing effort to reinforce one of IDC's greatest strengths — its international presence — with its largest customers, Myhre noted.

Address change

IDG's Portuguese licensee, publisher of *MacIn*, has moved.

MacIn
Rua do Telhal, no. 12 — 2 Dto.
1100 Lisbon
Portugal

Telephone: +351-1-353-4393
Fax: +351-1-353-4399

HR works to streamline customer service

In an effort to improve service to the IDG employees it serves, the Human Resources Services Division (HRSD) last month hosted a first-of-its-kind day-long information-sharing session for its key contacts in each of the 18 business units that contract with the group.

Elaine Ouellette, director of the HRSD, and Senior Human Resources Representatives **Mary Cornetta** and **Brenda Thompson** updated the group on HR's practices and procedures as they relate to the role these individuals play within their business units.

"We can't be in all the business units at the same time," noted Cornetta. "Having designated contact people to help direct paper work and give us the heads-up should a situation needing our attention arise really helps us achieve our goal of high-quality customer service," she explained.

HRSD

Among those on hand for last month's session were (clockwise from left) Cheryl Tynan, *NW*; Dan Kauffman, *FCW*; Dana Miller, IDC; Linda Gorgone, *CW*; Tish Lettane, *CW*; Leslie Gibby, IDC/G; Kristin Miller, HR; and Walter Manninen, *CIO*. Not pictured are Piper Fowler and Theo Guest, HR; Linda Belding, *PCW Lotus Edition*; Lucy Sheehan, IDG; Milton Quiah, LINK; and Tammy Dietz, IDC.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 11, 1993

ANCILLARY PRODUCTS SPECIALIST (CIO)

This newly created position, reporting to the VP/General Manager of Conferences for CIO, is responsible for execution and administration of reprints, slip cases and additional undefined ancillary products. The scope of responsibility includes projects, selling of products and budget management accountability. Candidates should have experience with telemarketing, be detail oriented and computer literate.

TELEMARKETING REPRESENTATIVE (IDC/TISC)

The selected individual will qualify leads, generate interest, set appointments for outside reps, and close business in our TISC sales department. One to three years sales experience in the computer industry (telemarketing experience a must) and a proven track record in telemarketing sales preferred. Macintosh (FileMaker Pro, Lotus Notes) skills are highly desirable. This position will work 30 hours per week.

OFFICE MANAGER WEST COAST (IDC)

Applicant will be responsible for overseeing and maintaining general office operations such as supervising the receptionist, purchasing office equipment and supplies, acting as a key point of contact for managing the LAN and exercising budgetary control and petty cash maintenance. The individual will facilitate monthly office meetings, maintain an inventory of general office and kitchen supplies and perform a variety of general as well as technical tasks to ensure smooth office management. Applicant must be experienced and capable of initiating and following through with work independently.

RESEARCH DIRECTOR - DESKTOP TECHNOLOGY (IDC/TISC)

Primary responsibilities include directing and coordinating research for desktop technologies relating to end-user environments. The candidate will also consult with IS clients and deliver presentations at industry events. A strong background in client/server computing, PC acquisition and positioning strategies, network support in multimedia environments, and IS management strategies is necessary.

EDITORIAL ASSISTANT PART-TIME (NW)

Network World has an immediate opening for an accurate typist with a keen eye for detail. Candidate will update the department's on-going travel files and archive Network World on a weekly basis. This process consists of pulling all layout pages together and inputting all header information for final ready version to be uploaded on many databases. Candidate must be willing to work on Saturdays and be computer literate.

SALES ASSISTANT WEST COAST (CW)

This individual will provide support to a District Manager. This position requires initiative, motivation and professionalism as well as excellent communication skills. Organizational and time management skills are required. Candidate must possess PC literacy with the ability to produce graphic presentations. A minimum of 2 years administrative experience necessary. Bachelors Degree a plus.

ASSOCIATE EDITOR (PC WORLD)

The candidate will develop high quality editorial copy in a timely manner, assign and develop manuscripts, write and edit articles, develop and manage authors as well as manage the flow of articles in production. This individual will supervise other editorial employees, administer special projects, stay abreast of computer industry developments, represent publication in meetings with vendors and at trade shows and generate article ideas. Must have at least 1 year of editorial experience in computer publishing, knowledge of the computer industry, and good writing and analytical skills. Ability to supervise and work well with others is necessary.

CIRCULATION PROMOTIONS MANAGER (MULTIMEDIA WORLD)

This position has direct responsibility for all aspects of MMW's card-in-box and sponsored circulation programs, as well as other special promotions. The candidate will report to the Publisher and be responsible for budgeting, forecasting, design and production, management reporting and analysis.

SALES ASSOCIATE (MACWORLD)

This position will provide support to the Sales Account Manager including customer support, creation of sales tools used on client calls utilizing available information and research, general administrative support and prospecting new clients. Candidate must be motivated, organized, self-sufficient and possess good communication skills. Macintosh proficiency (MS Word, Excel & FileMaker) a must.

NORTHWEST REGIONAL SALES MANAGER (SUNWORLD)

The candidate will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the Northwest sales territory. Individual will service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Must possess a minimum of 2+ years in high-tech computer industry as well as experience in advanced systems and Macintosh environment. Prior sales experience in computer publishing industry preferred. Excellent written and verbal communication skills as well as organizational skills are necessary.

SENIOR EDITOR / GAMEPRO, SWATPRO (INFOTAINMENT WORLD)

Ideal candidate must be a dynamic, experienced editorial professional who will report on and review new products, industry trends and news, covering key companies. At least 5 years editorial experience with a broad background in multimedia (video gaming industry a plus), well established contacts and solid editorial skills are necessary. Creativity, communication skills and self-motivation are a must.

SENIOR ACCOUNT EXECUTIVE (INFOTAINMENT WORLD)

This person will pursue all advertising opportunities through creative and imaginative sales techniques while maintaining a professional and consistent performance in fulfilling all sales goals for the western region territory for GamePro, SWATPRO, and Electronic Entertainment. Will also service and maintain all advertising after the sale is made. Primary responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in the consumer publishing industry and thorough knowledge of entertainment products and marketplace is necessary. Excellent written and verbal communication skills as well as organizational skills are necessary. Extensive travel required.

Job Opportunities

Revised: October 11, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Events Manager	MSD, Boston, MA	G. Lodge	(508)820-8161
IDG	Sales Assistant	MSD,San Francisco,CA	L. Morgan	(415)705-6427
IDG/NC	Managing Editor	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Data Entry Specialist	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telemarketing Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP & Gen, Mgr, - Comnet	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Ancillary Products Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
TMP	Advertising Sales Rep.	*Desktop VideoWorld* ,Peterborough,NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld* ,Peterborough,NH	M. Cornetta	(508)935-4734
IDC	Research Director, TISC	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Telemarketing Rep. TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Sr. Acct. Exec. TISC	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Group Operations Coord.	Framingham, MA.	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst/PC Software	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Manager	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Copy Editor	Framingham, MA	D. Miller	(508)935-4133
IDC	Desktop Publishing Operator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	P/T Editorial Assistant	Framingham, MA	C. Crivello	(508)820-7403
NW	Assistant Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Reporter	Framingham, MA	P. Desmond	(508)820-7419
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Quality Assurance Specialist	CW Database, Framingham,MA	G. Acquafresca	(508)935-4282
CWPI	Database Programmer	CW Database,Framingham, M A	J. Block	(508)935-4695
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
CWPI	District Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	Administrative Sales Assistant	Framingham, MA	L. Conolly	(508)935-4791
FCW	National Sales Manager	Falls Church, VA	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Account Manager (2)	*InfoWorld*, Natick, MA	D. Vieraitis	(415)312-0566
IW	Sales Representative	InfoWorld Direct, Dallas, TX	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Macintosh Editor (temporary)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Account Manager	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	Managing Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IW	PC Support Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Marketing Intern	*Multimedia World*, San Francisco,CA	D. Dean	(415)267-1731
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Market Research Analyst	*Multimedia World*, San Francisco,CA	T. Gewecke	(415)978-3153
PCW	Administrative Assistant	*PC World*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
MAC	Account Manager	*Macworld*, Irvine, CA	N. Coy	(714)250-3006
IMI	Northwest Reg. Sales Mgr.	*Sunworld*, San Francisco, CA	H. Versen	(415)267-1734
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IFTW	Sr. Account Executive	*Infotainment World*, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Sr. Editor/GamePro,SWATPRO	*Infotainment World*, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Designer	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

IDG sales reps benefit from customized IDC Briefing Session

In today's highly competitive ad sales climate, IDG's sales reps are constantly looking for ways to improve their service to clients. Increasingly, this value-added service is taking the form of market intelligence. But keeping up with the rapidly changing technology landscape can be a full-time job, as any analyst can attest.

Enter IDC's Vice President of Consulting Sales **Don Best** and IDG Corporate Vice President/Human Resources **Martha Stephens**, who jointly designed the first in what will be an ongoing series of Technology Trends Briefing Sessions for the sales representatives of all U.S. IDG publications.

> *"Today, 80% of [a sales rep's] job is informing clients on market trends."*
> **Elizabeth Cooper,**
> *SunWorld*

More than 100 sales reps from 15 of IDG's U.S. business units attended one of the first two sessions, which were held on the West and East Coasts Sept. 14 and 17, respectively. Patterned after IDC's highly successful annual Computer Industry Briefing Sessions, now in their 28th year of catering to IT professionals, the Technology Trends sessions were designed to allow IDG's sales reps to better serve their clients by providing the reps with an overall industry perspective as well as a look at the latest market trends, explained Best.

"Today, 80% of our job is informing clients on market trends," noted *SunWorld* Northwest Regional Manager **Elizabeth Cooper**, who attended the West Coast session ."It's not like the '80s, where you could just go in and sell a page and be done with it," noted Cooper. "Today, sales reps must bring value to their customers. They rely on us to provide them with market and competitive information. The Briefing Session was very useful in that it gave us a broader perspective on the overall market and helped solidify our position in that market."

IDC analysts provided attendees with the latest market and competitor intelligence in five key areas covered by IDG's publishing operations: services, multiuser systems, software, networking and personal systems. Analysts participating in the session included **Rebecca Segal**, vice president, Services Industry Consulting; **David Smith**, director, Systems and Software Research, East Coast; **David Card**, director, systems research, West Coast; **Steve Hendrick**, manager, Application Development Tools and System Level Software; **Gigi Wang**, vice president, Communications Industry Research; **John Gantz**, senior vice president, Worldwide Personal Systems Research; **Richard Zwetchkenbaum**, manager, PC Hardware Research, East Coast; **Brent Williams**, director, PC Software Research; and **Eric Lewis**, manager, PC Hardware Research, West Coast.

Attendees gave the sessions high marks for relevancy and usefulness. "The program evaluations indicated that our first formal effort at bringing technology trends information and market intelligence to the sales force was a success. Don and I intend to make future programs even better by incorporating the suggestions and comments from the sales reps," said Stephens.

More IDC/IDG collaborations are in the works, Best told attendees. "Our analysts are ready and willing to accompany reps on sales calls. Having an analyst along can be a real value-add for the client, and from our perspective, it broadens our exposure by giving us contacts at another level of an organization," noted Best. Anyone interested in having an analyst accompany them on a sales call may contact Best at 908-632-9222.

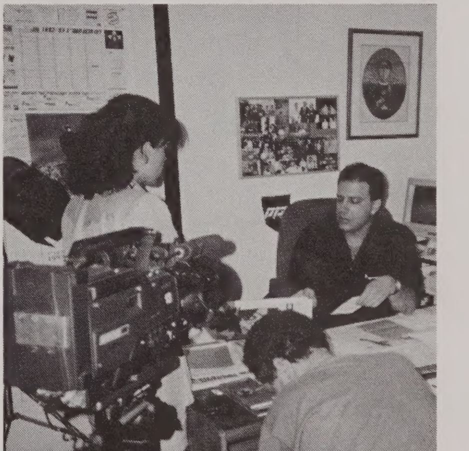
Anyone wishing to see the briefing on videotape may contact **Matthew Somers** in the Corporate Human Resources Department at 508-935-4514.

IDG Books passes another milestone

IDG Books owned 55% of the top 20 bestselling computer books on the prestigious Barnes & Noble list for the week ending Sept. 11, an achievement IDG Books President **John Kilcullen** called a "phenomenal result."

Twelve different IDG titles were scattered across the superstore division list (based on sales figures for Barnes & Noble and Bookstop/Bookstar) and the mall division list (based on sales figures for B.Dalton, Doubleday and Scribners). *DOS for Dummies* (2nd edition) and *Windows for Dummies* vied for first and second place on each list.

Lights, camera, action!



World Update

Israel Pelled (seated), publisher of IDG's licensee in Tel Aviv, fields questions from an Israeli television crew last month. The television station sought out people knowledgeable about the computer industry to ask if they thought the PC was simply an electronic typewriter or something more. The *People & Computers* publisher expounded on his view of the PC as a multipurpose communications link.

Noteworthy !

NEW EMPLOYEES

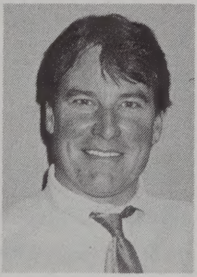
Talamini World Update

IDG Human Resources welcomes Benefits and Payroll Administrator **Cheryl Talamini**, who had been working as a payroll supervisor for St. Johnsbury Trucking. Cheryl graduated from the New England School of Accounting and enjoys golf and crafts in her spare time.

■ ■ ■

Gibson World Update

On the heels of her first consulting assignment for IDG World Expo, in which she served as show manager for Enterprise '93, **Cathy Gibson** now has full employee status as show manager for UniForum. She has a BA in English literature from Western Connecticut State College counts long-distance running among her interests.



Monahan World Update

Also at World Expo, MIS Manager **Greg Monahan** is managing the in-house LAN and WAN activities. He was most recently a service manager at Random Access Data Systems. Greg trained at Sylvania Electronics Institute and enjoys skiing, traveling and motorcycling in his spare time.

In the marketing department, **Cress O'Brien** is working as an administrative assistant to Bob Hodgson, vice president of marketing and sales. She previously served as an executive secretary at Nelmor Co., in Uxbridge, Mass. Outside the office, Cress is a Boy Scout troop leader and supports the youth hockey league in Auburn, Mass.

■ ■ ■

Sherry Gomoll has signed on as a page layout technician at IDG Books' office in Indianapolis. She was previously a graphic designer/typesetter at Schroeder Publishing Co. in Kentucky. Sherry has a BS in English and journalism from Murray State University and spends her free time exploring her new surroundings after moving to Indianapolis from Kentucky.

Also at IDG Books Midwest, **Gina Scott** has been hired as a production assistant. She has a BS in graphic arts management from Ball State University.

■ ■ ■

Paula Connor is *Network World*'s new district sales representative in the Sunnyvale, Calif., office. Most recently, she held a similar position for *Upside Magazine*. She has a BA in communications from the University of Massachusetts/Amherst.

■ ■ ■

CIO Staff Wrtier **Nancy Hitchcock** comes to IDG from Cahners Publishing, where she was an associate editor. Nancy has a BA in English literature from the University of New Hampshire and is taking classes toward an MS in journalism at Boston University. She enjoys running and skiing in her off hours.

■ ■ ■

Federal Computer Week Reporter **Dan Carney** will focus on microcomputer hardware and software and will cover the Environmental Protection Agency, Commerce Dept. and Defense Logistics Agency. He recently worked as an editor at DataTrends Publications. Dan has a BA in communication studies from Virginia Tech University and races cars and motorcycles in his spare time.

ETCETERA

Susan Hanshaw, dirctor of operations at TechMedia Publishing, has been elected to the editorial advisory board of *Circulation Management*. She is one of 12 members of the newly formed board who were nominated by their fellow circulation directors and vendors in the direct mail industry. Susan has been with IDG since May 1990 and handles circulation for *Desktop Video World* and *AmigaWorld*.

Setsurou Tamai named VP at World Expo Japan

World Expo Japan

IDG Chairman Pat McGovern (back, left) and World Expo President Ken Kaplan (back right) celebrated Setsurou Tamai's (third from left) promotion to World Expo Japan vice president during an IDG staff lunch in Tokyo. "Tamai-san has been the foundation of World Expo's highly successful Japanese expo business," said Kaplan. "We are confident that under his leadership World Expo Japan will continue to grow rapidly."

Chairman's achievers

Cedric Higgins
Lead Engineer
Advanced Systems Test Center
SunWorld

"Cedric is one of those exceptional 'low management overhead' employees that every manager so appreciates," said *SunWorld* Editor-in-Chief Michael McCarthy. Among the many improvements *SunWorld* has realized thanks to Cedric's "hard and smart work": the computer system supports instead of interferes with the magazine's operations; *SW* had a demonstration test center at SunWorld Expo; *SW* now has Internet access; and interns, under Cedric's guidance, get a chance to learn and contribute substantively to the publication.

Higgins
SunWorld

Since Cedric joined the team one-and-a-half years ago, McCarthy said *SunWorld* operates more efficiently and effectively, and test center reviews are more effective, timely and professional. "We at *SunWorld* really appreciate Cedric Higgins, and we want all of IDG to know it," he added.

Managers may request a Chairman's Achiever nomination form from the Chairman's office at fax 617-859-8642.

PLEASE HELP!

Operation Cranberry Sauce, a combined garage, craft and bake sale will be held Sat. Oct. 23. All proceeds will be used to buy Thanksgiving turkeys for needy area families.

Of the 700 pledge forms distributed to IDG employees in the Boston area, only 35 have been returned. WE NEED MORE DONATIONS! Remember, you do not have to attend the sale to donate goods. Please fill out your form TODAY and return it by Oct. 18 to Judy Schultz at Computerworld, fax: 508-620-7739.

And the winner is...

Network World

Network World **Editor John Gallant (l) and President Colin Ungaro pose for the camera shortly before announcing the winners of the publication's second annual Enterprise Technology Awards. The awards, presented at INTEROP '93 Fall, honor vendors whose products and services work best in an enterprise network environment as determined by the readers of *NW*.**

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Len Rust - IDC Australia
Lloyd Cohen - IDC

TEN YEARS
Mary Doyle - Computerworld

NINE YEARS
Melvyn Bennett - Asia Computerworld

SIX YEARS
Jill Greer - Computerworld
Martha Stephens - IDG

FIVE YEARS
Elaine Ouellette - IDG

FOUR YEARS
Margaret Hennessy - Computerworld
Marco Tennyson - IDG Italy
Francisco Rodriguez - IDG Spain

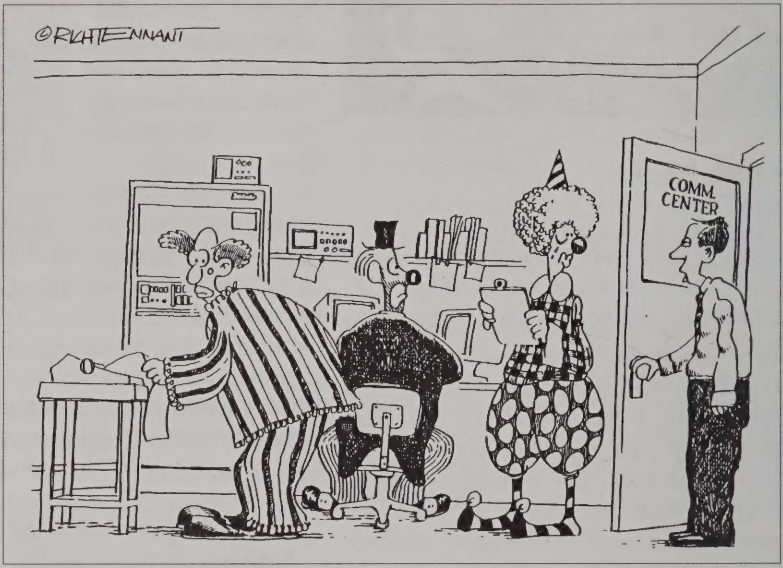
THREE YEARS
Eugene Chiappetta - LINK Resources
Sandy Heistand - IDG Central Services
Lauren Smith - IDG Int'l. Pub. Svcs.
Beatriz Sanchez - IDG Spain
Marta Cabanillas - IDG Spain
Jaime Taboada - IDG Spain
Yilmaz Kaynar - IDG Turkey

TWO YEARS
Brent Romero - IDC
Jennifer Vettraino - IDC
Christine Wong - Macworld
Andrea Balogh - IDG Denmark
Cathryn Baskin - PC World
Jeffrey Bertolucci - PC World
Özlem Özkan - IDG Turkey
Esra Basoglu - IDG Turkey

ONE YEAR
Alan Wilcox - IDC
Lily Cheung - Macworld
Anne Nichols - Macworld
Terry Sanders-Prentice - Network World
Uli Diehlmann - PC World
Renate Sänger - IDG Germany
Sheila Behravesh - IDG Books
Aurelio Llorente - IDG Spain
Ester Cuartero - IDG Spain
Ziya Bahtiyar - IDG Turkey

Off line

Congratulations to all our enthusiastic caption contributors. Winner Richard Mergler will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.



"No, no, no! We are a *clone* manufacturer!"

— **Richard Mergler**, IDG Australia

HONORABLE MENTION WINNERS:

"I heard we had clowns running the network, but I just had to see for myself."

— **Laurie Smith**, IDG Books Worldwide

"McGovern wants the report on his desk in 20 minutes, and this time he said, 'no funny stuff.'"

— **Rick Popko**, IDG Central Services

"When I said 'any Bozo could run this operation,' I didn't think upper management would take me so seriously."

— **David Brown**, IDC/TIS

"All right. Which one of you clowns lost my message?"

— **Wendy Weinstein**, IDC

"Sorry about the mix-up. I asked purchasing to get three *clones*."

— **Simon Salamon**, LINK Resources

"So, we're all bozos on this bus!"

— **Alan Alper**, *Computerworld*

"If any of you are interested, there are two free tickets to the circus over at HR."

— **Gloria Ciolek**, Computerworld Database Division

"Hate to break it to you, but our director of finance is wearing the same outfit."

— **Josiane Feigon**, *InfoWorld*

"Oh wow. They really meant it when they said, 'tell the new guy to see the clowns in IS.'"

— **Marc Mikulich**, IDG Books Worldwide

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDG Argentina adds two newsletters to growing lineup

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Off-site: Hungarian editor takes to the sky

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Three receptionists honored for outstanding service

- PAGE 5

IDG World Update

VOLUME 23, NUMBER 42

OCTOBER 18, 1993

IDC Government roundtable gives clients first look at NPR

IDCG

IDCG participants at the recent Executive Planning Service roundtable included (from left) Research Director Greg Cline, Vice President of Research Peter Boulay, Katie Hammler, and Group Director/Custom Research Steve LeCompte. To their left are task force members Jim Flyzik, Lonn Henrichsen and Sam Ewell.

Last month, IDC Government hosted a roundtable presentation that gave more than 15 CIO-level clients from various government agencies a particularly timely look at one of the hottest topics in the federal IT community, the National Performance Review (NPR).

IDCG was the first company in the industry to cover the results of the NPR, U.S. Vice President Al Gore's initiative to redesign the government. NPR represents the federal government's entry into business process re-engineering, a management technique that attempts to overhaul how bureaucratic organizations conduct their business. After an intensive six-month study, the NPR task force produced a host of suggestions as to how government agencies can operate more

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PC World sets single-issue ad revenue record

PC World has broken the previous IDG ad revenue record it set for a single issue last December with the $4.9 million closing of its November 1993 issue. The tally, which included revenue for *PCW*, the *PC World Lotus Edition* and *Multimedia World*, exceeded last year's $4.4 total, which included the same threepublications.

PC WORLD
Brand Name vs. No Name
24 New 486s: The Winner May Surprise You
Head to Head: Word 6.0, WP 6.0
HP's 600-dpi Laser for Under $1000
Power in Your Palm: Newton vs. Zoomer
GENE
ZEOS
Acer

Jeff Edman, *PCW*'s vice president of sales, attributed *PCW*'s achievement to a number of factors, including, "creative selling, more calls, better calls, the sweat of our brow and a won't-take-no-for-an-answer attitude."

He pointed out that advertisers are responding to the burgeoning small office/home office market, which is growing more rapidly than the rest of the market. In addition, the publication typically gets a bit of a lift in the fall, when PC sales tend to be the greatest.

Most important, though, noted Edman,

-SEE PAGE 2

IDG Argentina adds Windows, Netware newsletters

World Update

IDG Argentina's small staff of 17 stays busy producing a bi-weekly *Computerworld*, a monthly *InfoWorld*, five monthly newsletters and an assortment of special newsletters sponsored by various vendors. Pictured above are (left to right) Julio Attala, advertising manager; Jorge Garrido, art director; Monica Sans, administrative assistant; Ruben Argento, general manager; Andrea Trigila, circulation rep; Ximena Tobi, editor; Susana Gomez, translator; Norma Mena, editor-in-chief; Ricardo Pieroni, graphic artist; Sabrina Valcarcel, sales rep; Myriam Contreras, editor; and Fabian Beneventano, assistant to the director of sales. Not pictured are: Analia Guimil, research analyst; Luis Garcia, sales rep; Fabian Hernandez, sales rep; Andres Balado and Lucio Rodriguez, messengers.

IDG Argentina has expanded its network of monthly newsletters to five with the recent additions of publications for users of Windows NT and Novell Netware. The two new publications each have an initial circulation of 6,000 and are produced entirely in-house by IDG Argentina staff.

Windows NT is the result of an agreement with Microsoft Argentina, which provides financial sponsorship of the publication. It provides readers with detailed up-to-the-minute information on Windows NT features along with news of third-party developers supporting the platform.

"There is a huge expectation for NT as the new standard for open systems in the Argentine market, and we anticipate strong growth for this newsletter," said IDG Argentina General Manager **Ruben Argento**.

LARGEST INSTALLED BASE

Novell Netware users represent the largest network installed base in Argentina. The local Netware users group sponsors the second newsletter, which will focus on users' experiences and evaluations of the network solutions being implemented in the Argentinian market, explained Argento.

"Our newsletters are a tool to disseminate targeted information on the latest technologies, products and services to the decision makers in local companies. Our goal is to help these professionals make informed purchasing decisions," noted Argento. "For suppliers such as Microsoft, the tie-in with IDG provides them with an objective and credible means of disseminating their product and strategic information."

Each of the newsletters — which also include publications targeted at users of IBM's AS/400, networks and open systems and Hewlett-Packard equipment — is sponsored by a vendor or user group and accepts advertising as a means of supplementing subscription revenues.

Record

-FROM PAGE 1

has been the cumulative effort of the sales staff in building advertisers' confidence in the power of *PC World*.

"We've spent the past few years on positioning *PCW* as the magazine to reference when it's time to buy, and it's really paying off," he said.

More managers than ever are involved in the purchase process, and advertisers, aware that *PCW* is attracting them more than other publications, are willing to spend more money to target those readers, Edman said.

"Plus, there's more of a replacement market now," he added. "Managers are buying dozens of PCs at a time to selectively replace older, less powerful units. They use *PCW* to help decide which ones to buy."

In the September/October issue of *Marketing Edge*, *PCW*'s marketing newsletter, *PCW* Publisher **Rich Marino** explored the impact of the replacement market on vendors. Citing IDC statistics, he noted that 1993 marks the first year the replacement market surpassed the new user PC market in the U.S. By 1995, less than 20% of all PCs will be shipped to the new user market.

"In a replacement market, you're dealing with sophisticated buyers with lots of influence over upgrade options and the brand their companies choose," Marino noted. "These buyers know what they want. Take heed and market to them with all your might."

Given *PC World*'s record-breaking November close, advertisers are taking those words to heart.

On line

ASK PAT

*IDG Chairman **Pat McGovern** takes a turn as this week's columnist.*

Q What is IDG's long-term strategy for involvement in the IT training industry? What is the reason for IDG's interest in this area?

A IDG forecasts that hundreds of millions of people will become computer users for the first time over the next seven years. A great number of these people will need instructor-led and/or multimedia training. Also, since training occurs at the beginning of their computer use, we felt this was an excellent first point-of-contact with these new users who would subsequently be good prospects to subscribe to our publications, buy our books and attend our expositions and conferences, etc. Therefore, after extensively researching the training market, we decided to make an agreement to acquire, over time, ExecuTrain, the world's largest computer training company. We have been assisting ExecuTrain in establishing operations throughout Europe, Asia and Latin and South America. In retrospect, we feel we have made an excellent decision in entering the computer training market and in choosing ExecuTrain as the vehicle to do so.

Q When you last gave a presentation at our business unit, you said to ignore our competition. However, our business unit president just came back from a planning meeting where the emphasis was on keeping a close eye on competition. Which view is right?

A In my opinion, the key to success is focusing one's attention on the needs of one's customers and prospects and having a passionate interest in fulfilling those needs with products of superior quality and outstanding service. Attention to the action of competitors is only relevant if, in the opinion of your customers, the competitor is currently offering a superior solution to his needs. Then, you have to analyze why the competitor is currently more successful and figure out how to adjust the usefulness of your product and the effectiveness of your service so that you will be judged the superior alternative.

The mistake made by people who focus on the competition is to assume that the competition knows what customers want and therefore they concentrate in reacting to the moves of their competitors. However, during the 30 years in which I have been involved with offering information services about information technology, it never ceases to amaze me how many times the competitors overlook current and emerging needs of the marketplace. The winners are those who find out what these needs are first and satisfy them with excellent products and great service. You will then cause the competition to keep chasing your success, rather than you being required to react to their competitive moves.

Q As you travel around the world, have you noticed any interesting new business opportunities for IDG's business units?

A Yes, it has become clear during my recent travels that the PC software industry is entering a phase of enhanced competition. Consequently, the prices for PC software packages are dropping, and the industry is receiving less revenue per user. Currently, the PC software industry spends over $300 million a year providing free help lines and other customer support services. With dropping prices, the industry will have to begin charging for these services, and many software companies are now beginning to do so. Once the customers have to pay for the service, they will be open to considering alternative sources. Many of IDG's publications provide information to help customers use popular PC software packages. Therefore, software usage tips newsletters, help lines, CD-ROMs, handbooks and reference guides represent a good way for IDG publications to participate in this emerging business opportunity.

Q You were quoted in *IDG World Update* a while back as saying that the long-range planning is done by business units, not by headquarters. Is there no longer a long-range plan for IDG as a whole?

IDG's business units are the primary point of contact with customers and market opportunity. Therefore, by listening carefully to their customers, they can improve their current offerings and develop new services to satisfy emerging needs. IDG's philosophy is that business planning should be customer-driven. Therefore, the people closest to the customer are the best source of information about what IDG should be doing in the future.

IDG's Corporate Support Center [the new name for IDG Headquarters] does monitor the new products and services being undertaken by its business units. If it identifies from its customer and market surveys that there are important needs in the market that are not being addressed by any of IDG's business units, then it will decide if IDG should enter that market. And if so, it will offer the option to do the project to the IDG business unit that best fits the opportunity or otherwise will launch a new business unit to undertake the opportunity.

Q What is the "legal" relationship between IDG and its business units? Is it correct to call the units the "wholly owned subsidiaries?"

A IDG has a variety of relationships between itself and its business units. Some are wholly owned subsidiaries. Outside the U.S., some of the business units have minority partners in the local country, so they are best called majority-owned subsidiaries. In other cases, we have a 50-50 joint venture with the local partner. And, lastly, there are some cases where our publications or research are undertaken under licensing agreement with a third party, in which IDG does not have any direct ownership interest.

Off-site

IDG Hungary's László Tihanyi finds inspiration in the skies

László Tihanyi prepares to take off in his glider at a Hungarian airfield.

One of **László Tihanyi**'s earliest memories is a visit to an airfield in Hungary, where he was lifted into a glider and "wished to fly as a only child can wish for something."

Years later, Laszlo became an accomplished glider pilot and an instructor. In June 1992, he landed an editorial job at IDG Hungary that allowed him to tap into both his academic credentials and his flying experience.

While much of László's writing at *Computerworld Számítastechnika* focuses on management, linguistic and educational software, his special area of interest is geographical information systems (GIS), automated mapping systems that are tied to databases and contain many layers of information.

The topic is a natural fit for the soft-spoken editor, who was trained as a physicist and taught college-level philosophy and astronomy before joining IDG. "GIS and flying are from the same root, especially with the charting that every pilot has to learn," he said. "Both are very much a part of my life."

Contrary to the common belief that the sport is a serene endeavor, "gliding is not too peaceful," László said. "There's a lot to do up there!" Pilots have to keep careful track of the speed of lifting and descent, their speed in the air, and how high they are, among other things, and regularly maintain radio contact with the control tower and other pilots.

While he hasn't flown competitively during the past few years, Laszlo hopes to reindulge his passion for gliding very soon. When he was flying often, which was almost every weekend, Laszlo participated in numerous long-distance gliding competitions. His personal best is a six-and-a-half-hour, 501.5 kilometer flight, "a respectable achievement given Hungary's meteorological and geographical conditions," he said.

Two aspects of gliding are drawing him back to the sport: the cameraderie of his fellow pilots and the strong connection between man and nature. "When I'm flying, and I look at the clouds, I know what they are saying. It's important not just to look, but to see," he said.

Roundtable

-FROM PAGE 1

efficiently and effectively.

"The NPR is critically important to our clients, both the agencies themselves as well as the vendors that sell to the government," explained **Katie Sheldon Hammler**, IDCG's manager of marketing and client services. "NPR will affect the types of technology the government buys as well as how technology is bought. Our clients are looking to IDCG to interpret not only how the NPR will affect them, but how fast."

As part of the quarterly Executive Planning Service roundtable series, three task force members who analyzed the government's use of information technology discussed the conclusions they presented to the vice president, some of which had not yet been released to the public.

IDCG videotaped the presentation and plans to make it available to any interested IDCG clients. It marks the first time IDCG has produced a videotape of any of its presentations.

If anyone within IDG is interested in obtaining a copy of the NPR white paper that will soon be published, contact Hammler at telephone 703-876-5039, fax 703-876-5066.

Address change

IDG's Irvine, Calif., regional sales office will move to a new location effective Nov. 5. The new address will be:

International Data Group
2171 Campus Drive
Suite #100
Irvine, CA 92715

Both the telephone and fax numbers will remain the same.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 18, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.*

STAFF WRITER (CIO)

The individual in this position is responsible for researching, reporting and writing the equivalent of one major, multi-sourced feature article a month plus additional short items. Candidates must have 1-3 years business and/or technology related feature-writing experience. The Staff Writer will also participate with editors and other writers in idea-generation and issue-conceptualization processes as well as in readership surveys. Some travel required.

RESEARCH ANALYST, EDUCATION & TRAINING PROGRAM (IDC)

This candidate will be responsible for writing reports, bulletins, newsletters and fax flashes using both primary and secondary research for the IT Training and Education module. Special attention needs to be paid to market sizing, segmentation and trend analysis within the education field.

SENIOR EDITOR / MANAGEMENT (CW)

Immediate opening in the CW Editorial Department for a talented, hard-driving and skilled individual as Senior Editor/Management. This position requires 5 years experience in business journalism. The ideal candidate will be experienced in covering technology, business and management for business audiences. Degree in Liberal Arts, Journalism and/or Business preferred.

CORRESPONDENT (CW)

The person in this position, located in Burlingame, CA will be responsible for producing news copy for the publication each week. The candidate should be a self-starter and possess a strong journalistic instinct, as well as have the ability to write quickly and accurately. Familiarity with computer technology, companies, trends and products a plus. Some travel required.

DISTRICT MANAGER (FCW)

The individual in this position will be responsible for prospecting and maintaining advertising space for Federal Computer Week in the NY/NJ/CT territory. Two to five years of outside sales experience and knowlege of the computer industry required.

DIRECTOR OF LICENSING (IW)

The Director of Licensing will build and manage a new, profitable business for InfoWorld Publishing Company by negotiating licensing agreements with on-line services and other electronic publishers (including companies publishing on CD-ROM-based products). Activities include negotiating agreements, managing contracts, working with post-production as well as writers and editors to meet the terms of the agreements, and finding ways to leverage the use of licensing agreements in serving customers and readers in the PC industry. Compensation includes incentive based on profitability. Position reports directly to the Editor In Chief.

SENIOR EDITOR (IDG/B)

The candidate will interview and screen prospective in-house and freelance editors for various projects. This person will provide up-to-date training materials for IDG Books products such as the *IDG Books Worldwide Style Guide, Freelance Editor Guidelines,* etc. Will also train new freelance and in-house copy and project editors in the required duties, knowlege of training content plus general management of various book projects. Book publishing experience preferred within a technical environment.

PROJECT EDITORS - 2 POSITIONS (IDG/B)

This person will serve as primary liaison to authors in all matters connected with book projects. Individual will also develop project schedule, review each chapter submission, and review work of contributing editorial staff. This individual will conduct over-all management of book project. Book publishing experience a must. Technical background helpful.

Job Opportunities

Revised: October 18, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Events Manager	MSD, Boston, MA	G. Lodge	(508)820-8161
IDG/NC	Managing Editor	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telemarketing Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	VP & Gen, Mgr, - Comnet	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
WEC	Exhibit Services Coordinator	Framingham, MA	B. Thompson	(508)935-4531
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ancillary Products Specialist	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
TMP	Advertising Sales Rep.	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
IDC	Rsch.Analyst,Ed & Trng.Prog.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Telemarketing Rep. TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Sr. Acct. Exec. TISC	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Group Operations Coord.	Framingham, MA.	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Copy Editor	Framingham, MA	D. Miller	(508)935-4133
IDC	Desktop Publishing Operator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
NW	P/T Editorial Assistant	Framingham, MA	C. Crivello	(508)820-7403
NW	Assistant Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Reporter	Framingham, MA	P. Desmond	(508)820-7419
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Correspondent	Burlingame, CA	G. Lodge	(508)820-8161
CWPI	Senior Editor/Management	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Quality Assurance Specialist	CW Database, Framingham,MA	G. Acquafresca	(508)935-4282
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
FCW	District Manager	New York/New Jersey	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Account Manager (2)	*InfoWorld*, Natick, MA	D. Vieraitis	(415)312-0566
IW	Sales Representative	InfoWorld Direct, Dallas, TX	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Macintosh Editor (temporary)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Marketing Intern	*Multimedia World*, San Francisco,CA	D. Dean	(415)267-1731
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Market Research Analyst	*Multimedia World*, San Francisco,CA	T. Gewecke	(415)978-3153
PCW	Administrative Assistant	*PC World*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Northwest Reg. Sales Mgr.	*Sunworld*, San Francisco, CA	H. Versen	(415)267-1734
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IFTW	Sr. Account Executive	*Infotainment World*, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Sr. Editor/GamePro,SWATPRO	*Infotainment World*, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Designer	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

Fund established to aid India's earthquake victims

Last month, India was devastated by the worst earthquake to hit the country in 50 years. Tens of thousands of people were killed; many more have been left homeless and in desperate need of food, medicine and clothing.

Particularly hard hit was the farming village of Killary, where more than 5,000 people died. Women, children and the elderly are especially at risk in such rural areas because the women typically are not employed and are often neglected by government aid programs. There is no social security system for senior citizens, nor any program of workmen's compensation for injured wage-earners.

The IDG Chairman's Council has established the India Earthquake Relief Fund at the Westborough Savings Bank to provide direct aid to families in Killary. **Dana Thorat**, features intern at *Network World*, and her husband, will travel to Killary during the Christmas holidays to make arrangements with a local bank to distribute the money on a monthly basis to as many families as possible.

Your contributions will go a long way — $25 can feed a family of four in Killary for a month. If you would like to contribute to this fund, make your check payable to the "India Earthquake Relief Fund" and send it to Westborough Savings Bank, 53 West Main Street, Northborough, MA 01532, attention: Geraldo Maldonado.

For more information contact Dana Thorat at 508-875-6400.

IDG receptionists earn accolades

Walden FCW

Follin FCW

Stafford Macworld

Three IDG receptionists, selected from IDG's U.S.-based business units and sales offices for the exemplary manner in which they handled incoming calls, recently took top honors in the quarterly IDG Receptionist Survey.

Crystal Walden of IDC Government, who also won earlier this year, earned first place; Linda Follin of *Federal Computer Week* and Rhea Stafford of *Macworld* shared the runner-up slot. Each received an arrangement of flowers and a note of congratulations from IDG Chairman Pat McGovern.

The survey is conducted by an outside consulting firm and managed by the Chairman's Corporate Communications Department. It consists of a carefully organized set of criteria with seven types of activities for which the receptionist is rated.

"There is no doubt of the importance of the attitude and effectiveness of our receptionists," McGovern said. "IDG's receptionists are the first people our customers, clients and potential employees speak with. They present the initial impression of IDG."

Calendar 1 2 3

Object World Expo/Tokyo
October 21-22
East 21 Hall
Tokyo, Japan

Buying IT in the '90s
October 25-Nov. 4
10-city U.S. tour sponsored
by Marketing Services Division

CD-ROM Expo
October 27-29
Boston, Mass.

Management Publishing Institute
October 27-29
Hotel Sofitel
Redwood City, Calif.

MACWORLD Expo/New Zealand
October 28-30
Ellerslie Function Center
Auckland, New Zealand

MACWORLD Expo/Stockholm
November 1-3
Stockholm International Fairs
Stockholm, Sweden

EuroComNet/Amsterdam
November 1-4
Internat'l Exhibition & Congress Center
Amsterdam, The Netherlands

Windows Expo '93/Oslo
November 2-4
Oslo Spectrum
Oslo, Norway

IDC's European Storage Symposium
November 4
Arabella Airport Hotel
Munich, Germany

Management Publishing Institute
November 3-5
Stonehedge Inn
Tyngsborough, Mass.

Noteworthy!

PROMOTIONS

Hughes

World Update

In her new role of marketing specialist at World Expo, **Lisa Hughes** will be focusing on the UniForum show and overseeing projects such as the exhibitor newsletter and the show guide. "Her work over the past year coordinating promotions for the sales department has been a tremendous help to our success and has prepared her for this next step," said National Sales Manager David Ferrante.

NEW EMPLOYEES

Calkin

World Update

World Expo has had a flurry of hires in recent weeks. Vice President of Worldwide Sales **Paul Calkin** most recently spent two years as director of worldwide strategic marketing for UNIX System Laboratories in Summit, N.J. He has a BS in business studies from the Bolton Institute of Technology in England and has a post-graduate certificate in international marketing from the University of Manchester and post-graduate marketing qualifications from Open University Milton Keynes.

St. George

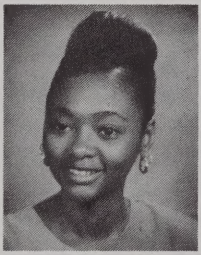
World Update

Barbara St. George was hired earlier this year as an official full-time employee at World Expo after working in the registration department since December '91. She's been involved in the conference registration process for all domestic shows and is currently working on the CDE Developers Conference and ComNet '94.

■ ■ ■

IDG Books Midwest welcomes Copy Editor **Albert Timothy Gallan**. He has a BA in English and communication from the University of Michigan and spends his free time golfing, fishing and playing soccer.

■ ■ ■



Gilliard

Computerworld

Fresh from a four-month internship at *The Boston Globe*, **Kimberly Gilliard** is working on the news copy desk for *Computerworld*. She's a recent graduate of Howard University with a BA in journalism. Outside the office, Kim enjoys the movies and reading just about anything but Stephen King books.

■ ■ ■

Network World welcomes three new employees. **Thomas Soevy**, manager of demographic editions, was for the past two years eastern regional sales representative for *Lan Magazine*.

Eastern Regional Manager **Carol Lasker** has10 years experience as eastern representative for SRDS and five years in sales at CMP, most recently as the New York rep for *Network Computing*.

Sales Assistant **Brian Weiss**, a graduate of San Jose State University with a BA in business administration, has joined the Sunnyvale sales office.

■ ■ ■

PCW Central Services welcomes Computer Technican **Pearl Chan**, who was previously a systems administrator at Ziff-Davis Labs. She has a BS in business information computer science from San Francisco State University and enjoys biking and exploring the great outdoors.

■ ■ ■

As director of LINK's new Personal Productivity Partners (P-3) Program, **Michael French** is charged with building LINK's portable computing consulting practice. He's worked at LINK part-time for the past two years while also serving as president of Technology Planning Associates. Michael has a BS in electrical engineering and a BA in theology from Brown University and an MBA from Long Island University. Outside the office, he enjoys running, photography and spending time with his family.

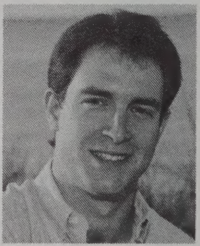
■ ■ ■

Barbara Rothwell has signed on as a part-time bookkeeper at 5 Speen Street in Framingham. She recently held similar responsibilities at Canam Steel Corp. Barbara has a BA from the University of Massachusetts/Boston and enjoys reading, sewing and most sports.

■ ■ ■

After running her own editorial services company, **Arielle Emmett** has joined IDC Government as an editor and writer. She has a BA from the University of Michigan and an MA from the University of Washington, as well as an advanced certificate in Mandarin Chinese from National Taiwan Normal University. Outside the office, her interests include swimming, music, astronomy and spending time with her children.

■ ■ ■



Rizoli

Computerworld

Recently a copy editor for Cape Cod Publishing, **Jay Rizoli** has taken on similar responsibilities on the *Computerworld* copy desk. He has a BA in journalism from Marquette University and enjoys music, baseball, biking and keeping up with current events.

■ ■ ■

IDG List Services welcomes new Sales Representative **Kelly Martin**. She was previously an account coordinator at a public relations agency. A graduate of Catholic University with a BA in psychology, Kelly spends her free time cooking, reading and going to the movies.

Thanksgiving fundraiser needs your help

Operation Cranberry Sauce, a combined garage/craft/bake sale to benefit needy families at Thanksgiving, will be held this Saturday, Oct. 23, from 10 a.m. to 4 p.m. at *Computerworld*.

In addition to the sale, the Celtics have donated a photograph of Magic Johnson and Larry Bird — taken at Bird's retirement ceremony — that will be auctioned off. Tickets are $2 each, three for $5. Big-ticket items will be sold at a Silent Auction. Bring a can of cranberry sauce or packaged stuffing mix and receive a free Halloween treat!

And don't forget — there's still time to donate items for the sale. Please call **Judy Schultz** at 508-879-0700 with any questions or to arrange for pick-up of your donations. Hope to see you Saturday!

Network World's Mary Fanning marks 10 years with IDG

Mary Fanning, vice president of finance and operations at *Network World*, joined IDG in August 1983 as a sales assistant in the Newton, Mass., sales office of *Computerworld*. She was promoted to administrative manager at the monthly tabloid *Computerworld on Communications* in 1984.

In 1986, *On Communications* was reborn as *Network World*, and Mary was named administrative assistant to the publisher. Since then, she has held a number of positions at *Network World*. In 1990 she was named director of financial operations and last December she was appointed to her current position.

Outside the office, Mary is pursuing a business administration degree at Northeastern University and overseeing renovations at her house in Waltham, Mass.

World Update

IDG Chairman Pat McGovern and Mary Fanning enjoyed lunch at Boston's Four Seasons Hotel in honor of her recent 10-year anniversary with the company.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
David Moschella - IDC

TWELVE YEARS
Ellen Markoff - InfoWorld
Lucienne Bosser - IDG France
Elizabeth Abbott - TechMedia Publishing

ELEVEN YEARS
Nilcimar Oliveira - IDG Brazil

NINE YEARS
Nadine Gogibus - IDG France

SEVEN YEARS
Jeff DeBalko - InfoWorld
Karen Timons - IDC
Susan Middleton - IDC

SIX YEARS
Janet Ohlsson - InfoWorld
Beth-Ann Hill - IDG
Lew McCreary - CIO

FIVE YEARS
Noel White - PC World

FOUR YEARS
Jeff Eckert - InfoWorld
Sarah Bertacchi - InfoWorld
Ramazan Taskin - IDG Turkey
Karen Rokkedahl - IDG Denmark
Richard Molden - Computerworld

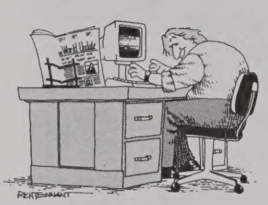
THREE YEARS
Melissa Blankenship - InfoWorld
Alex Daunys - InfoWorld
Tom Quinlan - InfoWorld
Yasuo Tachibana - IDG Japan
Sibel Önay - IDG Turkey
Duane Hampson - PC World
Rose Molnar - IDG France
Leigh Buchanan - CIO
Daniel Gentile - Network World
Ken Kaplan - IDG World Expo

TWO YEARS
Meg Bonar - IDG Books
Christine Lewandoski - InfoWorld
Jeanette Borzo - InfoWorld
Yvonne Zuniga - Computerworld
Lars Wallström - IDG Sweden
Alexandra Levrault - IDG France
Steven Pelosi - IDG

ONE YEAR
Kim Clark - IDG Books
Dawn Kezer - InfoWorld
Sheila Behravesh - InfoWorld
Josiane Feigon - InfoWorld
Lena Simon - InfoWorld
Karen Bollens - Infotainment World
David Burnett - SunWorld
Don Wilson - Publish
Robin Levine - Publish
Joseph Loiselle - IDC
Craig Rockhold - MSD
Jacqueline Washburn - IDG

Off line

Win Your Own



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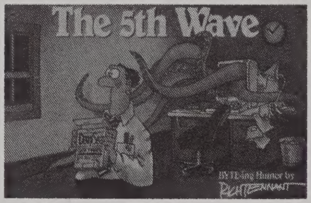
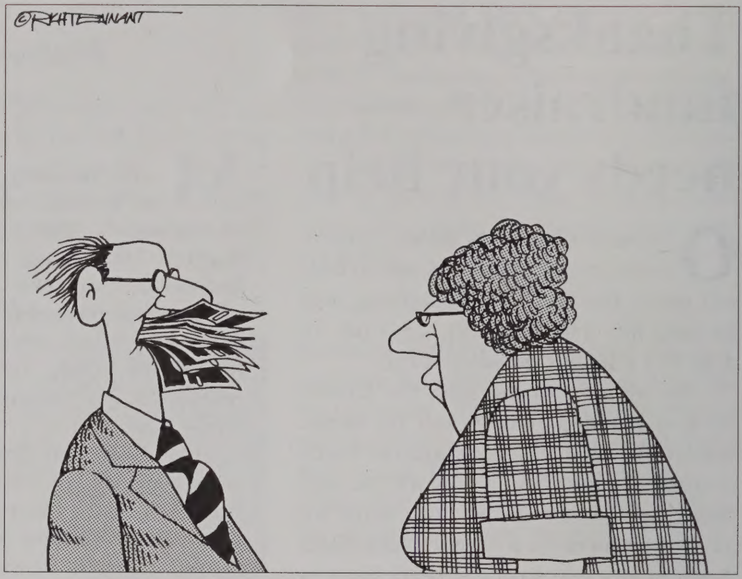


Off line T-Shirt **5th Wave cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Nov. 15. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

CW Middle East offers readers on-line archival service
- PAGE 2

On line: IDG Sweden's Bengt Marnfeldt takes a turn
- PAGE 3

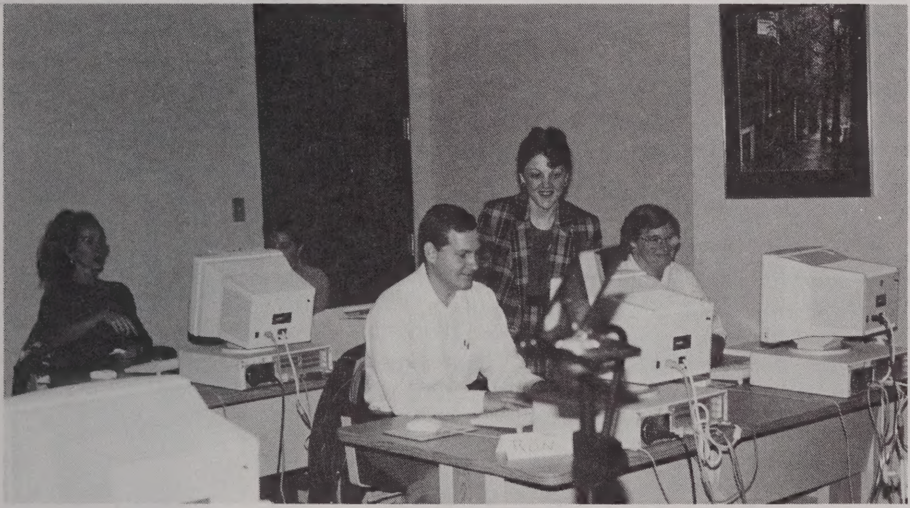
LINK Resources rolls out P3 research program
- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 43

OCTOBER 25, 1993

Mystery Student Program helps ExecuTrain franchises hone service



World Update

ExecuTrain of Boston trainer Phyllis Caci leads a Windows class. Could there be a Mystery Student lurking in the group?

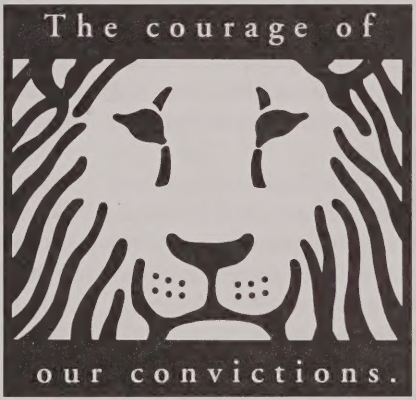
Borrowing a page from the service industry's book of self-evaluation, ExecuTrain, IDG's Atlanta-based training partner, has instituted a program designed to provide franchisees with valuable feedback on their entire operation — from the moment a customer first calls the company until he walks out the door — while incurring virtually no direct out-of-pocket expenses.

The ExecuTrain Mystery Student Program is the brainchild of Corporate Training Director **Dana McArthur**, who originally launched the program two years ago. "With more than 80 franchisees around the world, we needed a way to help ensure the same high-quality training was being offered at each location," explained McArthur.

The program is simple. Franchisees interested in having their services evaluated contact the corporate office and sign up for one six-month cycle, currently running January through June and July through December. At the same time, the

-SEE PAGE 5

InfoWorld image campaign puts focus on courage



InfoWorld has recently taken the wraps off a major new image campaign organized around the rallying cry "Courage" and designed to firmly position the publication in the minds of readers, advertisers and employees alike as the country's premiere PC IS newsweekly.

"After an extensive series of interviews with our customers and employees it became evident that people did not have a clear sense of what set *InfoWorld* apart from other publications," noted *IW* Publisher and CEO **Robert Metcalfe**.

Employing the image of a lion as a

-SEE PAGE 4

In brief

CW Middle East launches online archival service

Computerworld Middle East subscribers who want to look up information from previous issues will soon have a new archival and retrieval service at their fingertips.

The Computerworld Middle East OnLine Network (CWMEnet) will be available by Nov. 1.

In addition to being able to use key words to quickly access the latest IT industry developments, users will also have electronic mail and teleconferencing options. The service is available through InTouch Information Services in Cairo.

CWMEnet is being offered at no cost to all *CW Middle East* subscribers through the end of 1993; thereafter, users will pay a nominal fee for network access.

International News Group takes new name

In an effort to better reflect its expanding functions, the IDG International News Group has reorganized under the name IDG International Publishing Services (IPS).

When the group was formed seven years ago, its primary focus was the IDG News Service. Today, the unit also handles all of IDG's licensing activities, administration of the worldwide GE BusinessTalk E-mail system, the IDG PR Service and *IDG World Update*.

"We're not just news anymore," noted **David Hill**, IPS president. "In one way or another, this group serves every single IDG business unit worldwide. We hope our new name better conveys the scope of our expanded responsibilities."

The group's editorial services — which include the IDG News Service as well as some additional information services under development — will continue to operate under the name IDG International News Group.

Desktop Video World announces plan to double frequency next year

DESKTOP VIDEO WORLD
Premiere Issue
DTV STUDIO
Build It Yourself!
HOT Morphing Tools
Personal Paintboxes
Full Motion VIDEO
Video Toaster Expansion

The staff at *Desktop Video World* has heeded the call of its audience and recently announced plans to switch from bimonthly to monthly beginning February 1994. The publication targets creative professionals who use computers to produce multimedia or video productions.

"Our readers were really demanding the change," said Publisher **Dale Strang**. "We've made great inroads in the six issues we've had, and with every one readers have told us 'it's a great magazine, but go monthly!' We decided to honor that request. It's a fast-growing market, and there's lots of demand for information on new hardware and software products."

Desktop Video World has enjoyed a steady increase in its subscriber base since its launch earlier this year.

Advertisers such as Sony, Professional Video Group, Panasonic, Sanyo and Mediavision strongly support the increase in frequency, Strang added. *Desktop Video World* competes most directly with *New Media* and *AV Video*, both of which are controlled circulation publications, unlike *DTVW*.

Strang said the shift to monthly publication will not require any personnel changes. "They'll just have to work harder!" he said.

Correction

IDC Scandinavia

The "other" Per Andersen.

World Update inadvertently ran a photo of Per Ullits Andersen, project manager of the European Competitive Analysis Program, on page two of the October 11 issue. It was IDC Scandinavia's *other* Per Andersen, (photo above), research manager of the European Unix Program, who earned the IDC performance award for "Most Profitable European Expertise Center."

IDG Sweden launches innovative MaxiData Explosion

IDG Sweden's inaugural MaxiData Explosion show in Stockholm last month broke new ground for the country's IT community. Not only was it Sweden's first small-office/home-office show, it was also the first expo at which visitors could purchase a variety of computer-related products.

As an additional lure for attendees, the entrance fee was free each of the three days between 9 a.m. and 10 a.m. More than 8,000 attendees in all visited the 60 exhibitors, many of whom had to restock their product supplies due to the heavy demand. According to a survey conducted during the show, 45% of the visitors came with the intent to buy some type of computer equipment.

There were four seminars per day for, each based on the title of a book from IDG Sweden's book division such as "How to Computerize Your Firm" and "MS-DOS for You."

The various IDG products on hand sold well, with more than 500 new subscribers signing up for publications. The books division sold close to 600 books, 115 of which were the Swedish translation of the "Dummies" series. Almost 100 individuals joined the CW Reader's Club, an IDG Sweden mail order company that sells not only books but also CD-ROM discs. Members receive discounts on the items, special offers and a quarterly club magazine.

On line

ASK BENGT

*IDG Sweden General Manager **Bengt Marnfeldt** takes a turn as this week's guest columnist.*

Q IDG Sweden currently holds 60% to 70% of the Swedish market. What are your plans to increase market share?

A This is a problem! It is difficult and expensive to take more than 70% of a market. But it is always good to have competition. Good for us, good for our customers.

We are trying to move into new fields. Already we are the biggest organizers of computer shows, and we are rapidly becoming the biggest in the computer book publishing area. For the last five or six years, IDG Sweden has been growing by an average of 23% per year, and today we have three times higher sales than in1988.

Also, there is always a lot to do in the publishing sector. We believe that the consumer markets will move very fast in the coming years, and three of our 11 publications are now low-priced consumer magazines. Their existence is based more on single-copy revenues than our more established products. One of those copies costs the equivalent of $2 to $3 rather than the $6 you have to pay for a more "professional" publication like *PC World* on the newsstand. But the potential paid circulations are higher, and we can increase our database of young readers who in the future can be converted to readers of our more established products.

Q What are the major differences between the Swedish computer press market and that of the U.S. and the rest of Europe?

A We have no real computer industry in Sweden. We import all our hardware and most of our software. The consequence is that factors like the value of our currency plays an important role. Since November last year, when the krona was devalued, the cost of importing goods from the U.S. has increased by 35%. Higher cost for import means less money to spend, advertising included.

The Swedish industry structure is very different from that of many other countries. Sweden has for many years been run by a socialist party. They love capitalism and big corporations because they are much easier to control and tax than smaller companies. The result has been that we lack middle-size companies. We want our publications to be read by the decision makers who buy in volume, but it is more complex to find them in the big organizations.

A third difference (found in most small countries) is the competition from the daily press. In a country like Sweden with only 8,500,000 inhabitants there are always national papers that cover the same readers as the computer press. The problem is that advertising agencies sometimes find the morning press much more prestigious to advertise in than the trade press. One big, costly image ad is more fun for them to produce and insert in a morning paper than five down-to-earth-ads in a computer publication, although total cost is the same.

Q How do you and your staff make sure that IDG Sweden's customers — and not your competitors' customers — are the best-informed about information technology news?

A We are very proud to have a system where 600 of the major advertisers subscribe to our weekly eight-page newsletter *Executive Report*, covering all the major developments in the Swedish computer market.. The impact and the goodwill cannot be underestimated. Considering the size of Sweden it is like publishing a weekly newsletter in the United States with a paid circulation of 18,000. The readers pay the equivalent of $400 per year for this service, and the circulation is growing every month.

We also publish a monthly bulletin with a circulation of 5,000 copies which is distributed free to all our advertisers and our "friends" - suppliers, journalists working for TV stations and the dailies, etc. It is like a Swedish version of *IDG World Update*. We are not afraid that our competitors' customers also get hold of our news service — all customers are our customers and the more they understand the markets, the more they will advertise in our publications.

Q What are your thoughts about the differences between the specialty or trade press and the general press?

A There is an overflow of information in our society and people get tired, confused and have problems evaluating what information is important and relevant. The trade magazine has a big opportunity here to help professional buyers in their work.

We should not fear television and the general press when it comes to serving our readers' needs. The challenge is to get the advertisers to understand the important role we fill. To read an ad in a morning paper for a new laser printer is really not on top of my list at 6:30 in the morning. I would rather read the sports page or business news.

On the other hand, when I pick up my *PC World* (or the latest issue of any speciality interest magazine) I immediately switch on my internal computer/recording machine because I am now ready and motivated to evaluate the information and remember the important parts. Therefore, advertising in trade publications is more cost effective than the dailies because the reader is searching for information when he reads them. We have to work harder to get our customers to spend less money on the dailies and more money on our publications!

Courage

- FROM PAGE 1

visual hook, the campaign seeks to build a strong association between *InfoWorld* and the word "courage." "We wanted to give our clients a single, easily identifiable word under which they can file us in their heads," explained Metcalfe. "It's important to note that this is not an attempt to reposition *InfoWorld*, but to crystallize people's thinking about the publication," he added. "This word 'courage' resonates with feelings people already had about *InfoWorld*."

Susan Crown: Courage is the essence of *InfoWorld*.

The campaign was developed under the leadership of *IW* Director of Marketing **Susan Crown,** who worked closely with Betsy Burroughs, principal of Burroughs and Hamilton, *IW*'s new advertising agency. It was launched at last month's Agenda conference, *InfoWorld*'s annual invitation-only gathering of the industry's top players. Since then *InfoWorld* has been using an eye-catching black cover wrap with the word "courage" printed in red on issues sent to its clients and advertisers. Inside the wrap, *IW* has identified nine attributes that set it apart from its competition (see box). In addition, the Oct. 27 issues of *Adweek* and *Mediaweek* as well as the October issue of *Marketing Computers* sported bellybands with the same red on black message. Inside, a poster insert carried the same message as the cover wrap.

"This campaign is not designed to change people's thinking about *InfoWorld*," said Crown, but to help clarify and solidify their thoughts about the publication. 'The courage of our convictions' as illustrated by the nine examples featured in the campaign, embodies the true essence of what *InfoWorld* is all about."

Joel Deceuster: We're better and I can prove it.

"With this campaign we are signaling our intent to take ourselves out from under the shadow of *PC Week*," said *IW* Vice President/Associate Publisher **Joel Deceuster.** "We are going to stop playing the game according to the rules set down by Ziff-Davis, and we are going to start emphasizing our differences. Because we are different; we're better, and I can prove it."

The campaign also conveys a strong internal message, noted Metcalfe. "We are saying to our people that we have the courage to prevent advertising having an influence on editorial, the courage to target the right circulation by qualifying subscribers by budget, and the courage to allow our journalists to act as journalists even if that means being controversial," said Metcalfe.

"It's been a very unifying campaign" added Crown. "It's a concept that affects absolutely everybody in the company, and everyone feels a part of it."

Spelling it out: *IW*'s new campaign emphasizes its unique strengths

Among *InfoWorld*'s strengths as highlighted in the campaign are the following:

***InfoWorld* is the only PC IS newsweekly with the courage to:**

- **Qualify subscribers by budget. The other PC newsweekly doesn't even ask the question.**
- **Have a publisher like Bob Metcalfe. He invented the network industry standard, Ethernet, and founded the networking company, 3Com.**
- **Have *PC Letter* founder, Stewart Alsop, as its editor-in-chief. Stewart's the guy who told Jim Manzi to resign, Philippe Kahn to grow up and Bill Gates to get a life.**
- **So strenuously advocate client/server computing that we've called for the elimination of mainframes.**
- **Mail 1,000 subscriber questionnaires a week. No other industry publication is so in touch with its readers.**
- **Put our readers above our advertisers. Which doesn't make life easy for us. But it's the best way to serve advertisers in the long run. That's because it earns us such high credibility with our readers.**
- **Do exhaustive, client/server lab testing every week. We test over 1,000 products a year, more than any other PC newsweekly.**
- **Offer only buyer-based demographic editions, six in all.**
- **Put on Agenda, the most exclusive and powerful conference in the industry.**

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 25, 1993

NEWS EDITOR (IDG NEWS SERVICE)

This individual will be responsible for day-to-day operations of the daily electronic news wire. The News Editor will work with the Editor-In-Chief to manage daily copy flow, supervise a small editing staff and edit news and feature stories. Ideal candidate will have solid editing skills, sound news judgment, expertise in high-volume deadline-oriented environments and working knowledge of IT industries. Experience with and knowledge of leading-edge electronic publishing systems preferred.

ASSISTANT NEWS EDITOR (IDG NEWS SERVICE)

Candidate will be responsible for editing news, features and commentary for the daily electronic news wire. This person will work with the News Editor to ensure the timely delivery of news and maintain the quality of copy on the News Service Wire. Ideal candidate will be fast, efficient and have good command of grammar usage, spelling and style. Must have demonstrated news judgment, experience in deadline-oriented environments and a general familiarity with the IT industry. Experience on PC-based editing and publishing systems preferred.

EDITORIAL DIRECTOR (IDG NEWSLETTER CORP.)

This person will be a key member of the Newsletter Management team. Individual will have responsibility for identifying newsletter opportunities, preparing editorial proposals, hiring, training and monitoring technical writers and outside authors. Working with the president, the candidate will help establish and maintain relationships with vendors as well as oversee all production related responsibilities.

CONSULTING MANAGER, COMMUNICATIONS (IDC)

IDC is seeking a consulting manager for the Communications Research Group. This individual will assess project requirements, develop project action plans and organize research. Individual will assemble internal and external resources as well as specify and monitor their work. Candidate will provide analysis from collected research, ensure project quality and timeliness. Consulting Manager will write final reports in addition to developing and giving presentations.

RESEARCH ANALYST, DESKTOP DISTRIBUTION (IDC)

The Desktop Distribution Channels Research Service is seeking a research analyst to provide inquiry and written research to the client base. Candidate will act as primary inquiry contact for clients, develop competitive database, compile and issue biweekly updates and monthly vendor promotion summaries. Individual will profile vendors' third party programs, in addition to gathering and analyzing quantitative information on Distribution Channels. Superior verbal and written communication skills and experience with Lotus 123, dBase or similar packages required.

RESEARCH ANALYST, DESKTOP DISTRIBUTION (IDC)

The Desktop Distribution Channels Research Service is looking for a research analyst to provide inquiry and written research to the client base. Candidate will manage research projects, including focus groups, reseller and user surveys and multiclient studies. Will gather and analyze quantitative information on Distribution Channels and profile vendors' third party programs. Requires excellent verbal and written communication skills. Experience with Lotus 123, dBase or similar package preferred.

ADMINISTRATIVE ASSISTANT PART-TIME (IDC)

IDC's Communications Group is seeking a part-time administrative assistant to work with the Group Operations Coordinator in assisting the staff. Responsibilities include general administrative activities such as: faxing, filing, photocopying and mass mailings. Individual must be motivated, organized and be able to work in a fast paced environment.

SENIOR ANALYST, MASS MARKET TELECOMMUNICATIONS (LINK)

Responsibilities include primary research to provide quantitative and qualitative analyses of the following markets: intelligent network services, messaging applications services, discount billing strategies and competition in the local exchange. Must be able to identify new and emerging technologies. Additional responsibilities include account management and sales and marketing support. 3-5 years telecommunications industry experience plus strong writing and presentation skills required.

DATABASE SERVICES REPRESENTATIVE (CW DATABASE)

Responsible for working with prospects and customers to insure proper use and understanding of the database services. Knowledge of computer industry and advertising business required. Customer service experience helpful.

DISPLAY ADVERTISING COORDINATOR (CWPI)

Individual will be responsible for all advertising operations within designated sales area including receipt, logging and processing advertising sales orders as well as layout specifications and requirements for accounts, contract administration and billing. Will assist with administrative reports. Heavy phone work with clients and sales representatives. Must be able to work under pressure and handle multiple tasks as well as be detail oriented. Prior computer and customer service experience required.

REGIONAL ADVERTISING MANAGER (MACWORLD)

Candidate will be responsible for maximizing advertising pages, revenue and marketshare. Individual will manage an assigned sales force and oversee the advertising sales administration. Must have experience selling space. Management experience a plus.

EDITORIAL PRODUCTION MANAGER (MACWORLD)

Macworld is seeking an experienced prepress professional to manage its editorial production section. This position requires a thorough knowledge of Macintosh prepress, plus superior management and leadership skills. Minimum of 3 years experience in electronic prepress production is required.

ACCOUNT REPRESENTATIVE (IMI)

Individual will prospect for ad sales leads and pursue leads appropriate to the Product Showcase and Classified sections of *NextWorld* . Must service and maintain accounts after the sale. Heavy customer support, some file maintenance and credit verification. Must have telemarketing sales experience plus a working knowledge of personal computers. Excellent organizational, written and verbal communication skills required.

ASSOCIATE PUBLISHER, PRODUCT DEVELOPMENT (IMI)

Responsible for overseeing and directing the implementation of editorial policies and strategies for the magazine in addition to leading the development of new supplemental and/or ancillary editorial projects. Must have 5-10 years experience in editorial and/or editorial development plus several years experience in the desktop publishing industry. A solid understanding of electronic publishing market and trends is necessary. Experience in managing businesses and budgets preferred.

TECHNICAL DESIGNER (IMI)

Candidate will initiate and implement state-of-the-art technology into the art department of *Publish* Magazine. Will create figures and output on various programs for editorial reviews and features. Individual will train the art and editorial staff on new page layout programs, paint programs and other pertinent software. Will keep the art department informed of new developments in the technology. Must have experience with Power Quark, Photoshop, and Illustrator on the Macintosh. Computer magazine experience preferred.

COPY EDITOR / RESEARCHER (IMI)

Job responsibilities include copy editing, proofreading, grammar and spelling for *Publish* Magazine. Must proof graphic elements as needed and track articles through production. Individual will assist in determining house style, work with editors and designers to ensure clarity and accuracy and help maintain high editorial standards. Will compile research, write and/or fact-check articles and create editorial index for each issue. Must have 2 years experience in magazine copy editing and production. Knowledge of Publish style plus working knowledge of Word and QuarkXPress on the Macintosh. Research experience required.

DESIGN ASSOCIATE (INFOTAINMENT WORLD)

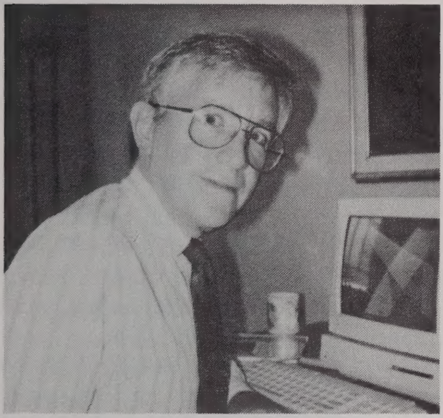
Candidate will coordinate and organize the flow of design materials between editorial and production. Responsibilities will include daily interface with prepress and printer vendors, implementation of established graphic/design standards for several Infotaintainment publications, manage assigned work and insure all deadlines are met. Professional art and design background with a minimum of 1 year experience in 4-color design required. Macintosh literacy in desktop publishing and fluency in Quark, Illustrator and Freehand is necessary. Strong organizational skills and the ability to track details required.

Job Opportunities

Revised: October 25, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Events Manager	MSD, Boston, MA	G. Lodge	(508)820-8161
IDG/NG	News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NG	Assistant News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Telesales Representatives	Framingham, MA	L. Connolly	(508)935-4791
WEC	Sales Support Coord.	Framingham, MA	L. Connolly	(508)935-4791
WEC	Registration Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Lead Data Entry Coordinator	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Account Executive	Fairfield, NJ	M. Cornetta	(508)935-4734
TMP	Advertising Sales Rep.	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
IDC	P/T Admin. Assistant	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Rsch.Analyst,Desktop Dist.	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Rsch.Analyst,Desktop Dist.	Framingham,MA	D. Bemardi	(508)935-4361
IDC	Consulting Mgr.Comm.	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bemardi	(508)935-4361
IDC	Telemarketing Rep. TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Sr. Acct. Exec. TISC	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Group Operations Coord.	Framingham, MA.	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Bemardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Consulting Manager	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Copy Editor	Framingham, MA	D. MIller	(508)935-4133
IDC	Desktop Publishing Operator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bemardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bemardi	(508)935-4361
LINK	Sr. Analyst,Mass Mkt.Tele.	Framingham, MA	M. Winther	(212)627-1500
NW	P/T Editorial Assistant	Framingham, MA	C. Crivello	(508)820-7403
NW	Assistant Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Reporter	Framingham, MA	P. Desmond	(508)820-7419
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Sales Assistant	Framingham, MA	L. Connolly	(508)935-4791
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Database Services Rep.	CW Database, Framingham,MA	G. Lodge	(508)820-8161
CWPI	Display Adv. Coordinator	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Correspondent	Burlingame, CA	G. Lodge	(508)820-8161
CWPI	Senior Editor/Management	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Quality Assurance Specialist	CW Database, Framingham,MA	G. Acquafresca	(508)935-4282
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
FCW	District Manager	New York/New Jersey	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editor (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Marketing Intern	*Multimedia World*, San Francisco,CA	D. Dean	(415)267-1731
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Market Research Analyst	*Multimedia World*, San Francisco,CA	T. Gewecke	(415)978-3153
PCW	Administrative Assistant	*PC World*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Managing Editor	*PC World*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Administrative Assistant	*PC World*, San Francisco, CA	C. Grossman	(415)978-3275
MAC	Editorial Prod. Manager	*Macworld*, San Francisco,CA	C. Barrett	(415)978-3241
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Copy Editor/Researcher	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	Technical Designer	*Publish!*, San Francisco, CA	B. Long	(415)978-3275
IMI	Associate Pub./Prod. Dev.	*Publish!*, San Francisco, CA	D. Garcia	(415)978-3292
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	Northwest Reg. Sales Mgr.	*Sunworld*, San Francisco, CA	H. Versen	(415)267-1734
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IFTW	Design Associate	*Infotainment World*, San Mateo, CA	F. Mao	(415)286-2518
IFTW	Sr. Account Executive	*Infotainment World*, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Sr. Editor/GamePro,SWATPRO	*Infotainment World*, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Designer	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

LINK program targets personal productivity devices


LINK Resources

P3 Director Michael French plans to build on last year's "wildly successful" multiclient study.

LINK Resources began its new fiscal year by unveiling a new research program, "P3: Personal Productivity Partners," that analyzes consumer and commercial user requirements for the emerging generation of smart handheld devices such as the Apple Newton, Tandy Zoomer and AT&T EO440.

According to P3 Director **Michael French**, the program will build on last year's "wildly successful" multiclient study — for which 27 clients signed up — on user needs for P3 devices. In addition to user needs, the new program will provide primary research on market sizing, alternative technologies such as pen computing, preferred distribution channels and integration of communications services with mobile applications, among other issues.

French said he expects half the clients will be U.S. and overseas manufacturers of P3 products and the other half telephone companies and information services companies. Deliverables will include a monthly 10- to 12-page bulletin on timely issues, plus longer quarterly reports on early adopters of P3 devices and services, applications and service opportunities, enabling technologies and a five-year forecast.

LINK predicts that the total value of P3 devices shipped in the U.S. will climb from $396 million in 1993 to $3.5 billion in 1998.

Mystery

-FROM PAGE 1

franchise operation sends a check to the corporate office to cover the cost of six classes. The corporate office then forwards the check to the temporary placement service with which it has contracted for this purpose. The temporary service sends one of its employees, armed with a detailed evaluation form — and payment — to the ExecuTrain franchise where he or she will participate as a regular student while at the same time evaluating everything from the franchisee's sales rep and marketing coordinator to the break area, course content, equipment and trainer.

THE WHOLE PROCESS

"The Mystery Student evaluates the whole process, beginning with a set of questions for the receptionist prior to arriving for the class," explained McArthur. The eight-page evaluation form consists of 70 questions developed by a consultant specializing in customer service.

Questions run the gamut from "Did the staff wear nametags?" to "Was the coffee hot?", "How did the instructor respond to questions asked in class?", "Did the class meet your expectations?" and "Did ExecuTrain personnel attempt to say good-bye as you left?"

"We've always used student evaluations in our classes," noted Keith Hicks, general manager of ExecuTrain of Orlando in Florida. "And we thought we were getting good feedback until we signed up for a Mystery Student. We were completely surprised to see how much more information we got.

"In addition to showing us areas that needed improving, we also learned that we were doing some things well and didn't even know it," said Hicks. "For instance, one Mystery Student called our receptionist in the morning and then called back again that same afternoon. She was so impressed that the receptionist remembered her name that we now make it a priority among all our staff to learn and remember customers' names. We never would have gotten that type of feedback on our regular student evaluation."

"What sets this progam apart from regular classroom evaluations," said McArthur, "is the fact that it focuses on a customer's entire experience with ExecuTrain. With the standard evaluation, trainers have ultimate responsibility for the students' feedback. Because Mystery Students focus on the entire process, every employee at the organization shares responsibility. It promotes an awareness of the importance of customer service at every level."

"We've always placed a premium on customer service," noted Hicks. "But because we never know who might be a Mystery Student, we now treat everyone as if they were. It's helped us step up to that next level of service."

Address change

IDG's licensee in Slovenia, publisher of *Monitor Magazine*, has new phone and fax numbers:

Telephone: +386-61-133-23-23
Fax: +386-61-132-62-12

After November 15, the office's new address will be:

Monitor Magazine
Savska 3
61000 Ljubljana
Slovenia

Effective immediately, IDC West has a new address. The office is now located at:

2131 Landings Drive
Mountain View, CA 94043

Phone and fax numbers remain unchanged.

Noteworthy !

PROMOTIONS

Eight-year World Expo veteran **Barbara Inglese** has been promoted to exhibit services manager, where she will be responsible for the development and execution of the department's policies and procedures and oversee all onsite exhibitor logistics for all U.S. events. “Barbara's ability to react and solve problems quickly, as well as her endless dedication to customer service, have made her well-liked by exhibitors,” said ComNet Show Director Robin Andreola.

■ ■ ■

Network World recently announced three promotions. **Jeff Pennett**, previously director of information systems, has been promoted to vice president of the department. “Jeff has spearheaded *Network World*'s drive to embrace and deploy the very technology about which we write,” said *NW* Publisher Colin Ungaro. “His insight, dedication and hard work have allowed us to use systems as a strategic business tool to keep us one step ahead of our competition.”

Imaging Manager **Anne Nickinello** has taken on a new role as production systems manager. “Anne has proven to be a valuable asset to *NW* during the incredible task of installing a new fully integrated PostScript pagination system in three months,” Pennett said. “Her organizational skills will be a welcome addition to the IS department.”

World Update

(From left) Jeff Pennett, Jack McDonough and Anne Nickinello.

In the same department, **Jack McDonough** has been promoted to network manager. “Jack's new title will more accurately reflect his responsibilities as the behind-the-scenes man working to build the best net any IDG company has seen,” Pennett said. “With Anne joining us, he'll have the time to improve on an already powerful network.”

TRANSFERS

Ted McNulty, previously sales supervisor for *Computerworld*'s Marketplace section, has been hired to fill the newly created position of sales manager for the IDG PR Service. His responsibilities include developing a marketing plan and coordinating promotion of the service in conjunction with other IDG business units. Ted will be working out of the IDG International Publishing Services office in Boston.

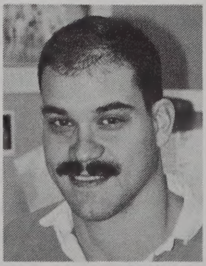
McNulty World Update

NEW EMPLOYEES

After a short stint at Apple Computer, **Donna Deuell** has returned to IDG as a marketing specialist at Infotainment World. She had previously spent eight months as the events coordinator at Sumeria, Inc. and before that worked at *Macworld*.

■ ■ ■

Joseph Loiselle has officially joined IDC as an associate research analyst in the PC Pricing area. He previously worked for the Desktop Group as an intern and consultant. Joe has a BS in business management from Fitchburg State College, enjoys the martial arts and is a Marine Corps reservist.


Loiselle World Update

■ ■ ■

Infotainment World welcomes two other employees. Production Coordinator **Vincent Burns** first joined the company last March as an intern in the production and design department. He has a BA in mass communications from Menlo College and enjoys golf, softball, and backpacking among other activities.

Ken Buchmann is the advertising representative for the Gallery section of *Electronic Entertainment*. He was previously a sales assistant at Ziff-Davis. Ken has a BA in marketing from the University of Missouri and enjoys photography, hiking and going to the gym.

■ ■ ■

Colleen O'Toole has signed on as registration coordinator for IDG World Expo's UniForum and SunWorld U.S. shows. Before returning to the East Coast Colleen was a sales and marketing rep for Synrad Corp. in Washington State. She has a degree in journalism from the University of Massachusetts/Amherst, and spends her free time backpacking, cooking, and taking care of her two dogs.

O'Toole World Update

After working for close to two years as a temporary employee in conference sales and other attendee areas, **Matt Mandino** has joined World Expo as an official full-timer. As an international exhibit sales rep, he is dealing primarily with U.S. companies exhibiting overseas for the first time. Matt enjoys most outdoor activities, especially skiing and beachgoing.

Mandino World Update

- CONTINUED NEXT PAGE

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TEN YEARS
Karin Wirth-Wernitz - IDG Germany
Russ Onofrio - CWDD

NINE YEARS
Sharon Bryant - Computerworld
Robert Hodgson - IDG World Expo
Michael McCarthy - SunWorld
Don Bellomy - IDC
James E. Martin - Macworld

EIGHT YEARS
Marilyn Fullerton - IDG World Expo

SEVEN YEARS
John Corrigan - Computerworld
Thierry Grelet - IDG France

SIX YEARS
Lisa Ikels - Computerworld
Catherine Viox - Computerworld
Harriet Darling - InfoWorld
Thalia Ohara - PC World

FIVE YEARS
Takehito Sakurai - WEC Japan
Kathleen Collins - IDC
Deborah Butler - IDC

FOUR YEARS
Scott Tanner - InfoWorld
Angeles de la Marca - IDG Spain

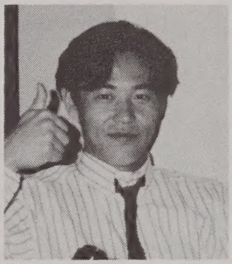
THREE YEARS
Steven Condon - Computerworld
Katie Sheldon Hammler - IDCG
Donna Kent - InfoWorld
Bryan Hastings - PC World
Casady Rutter - PC World

TWO YEARS
Glenys Mercado - Computerworld
Kris Trathen - IDG Books Worldwide
Yumiko Ohshima - IDG Japan
Stephen Hendrick - IDC

ONE YEAR
Tim Crawford - InfoWorld
Lia Lorenzano - InfoWorld
Tim Luddy - PC World
Candace Kronar - Publish
Lee Binswanger - Publish
Joanna Pearlstein - Macworld
Folke Bjorkstrand - IDG Sweden
Maria Lindström - IDG Sweden

Chairman's achievers

Hitoshi Ando
Ad Sales Manager
SunWorld Japan



Ando

SunWorld Japan

By July, despite a sluggish advertising market, Hitoshi Ando and his sales team surpassed their 1993 sales goal of $1.75 million. In order to fulfill the shortage of ad sales, the five-year IDG veteran developed special revenue generating programs incorporating direct mail and reprints. For example, in collaboration with World Expo/Japan, Ando's team offered clients who committed to six or more ads in *SunWorld* a special deal on names of SunWorld Expo attendees. "Since all our clients sought cost-effective promotion, Ando-san's programs were well accepted," said IDG Japan President Kozo Hiramatsu. Consequently, the *SunWorld* ad sales team achieved 25% of their goal by selling these value-added services.

Lisa Faraone is *InfoWorld*'s new production coordinator. She was most recently a preprint assistant at The Good Guys working on four-color supplements. Lisa has a BA in art and graphics from San Jose State University and spends her free time windsurfing, mountain biking and in-line skating.

■ ■ ■

Julie Haws has signed on as *Network World*'s Southwestern region sales rep in the Irvine, Calif., office, focusing for now on inside sales. Her most recent job was advertising manager and media buyer at Candle Corp. Julie has a marketing certificate from the University of California/Los Angeles and in her free time serves on the board of directors and as program chair for the Southern California Business Marketing Association.

■ ■ ■

Kimberley Chen-Smith is handling accounts payable/receivable, bank reconciliations, and other duties as staff accountant at IDG Books in San Mateo, Calif. She recently graduated from California State University/Fresno with a BS in business administration. Kimberley enjoys tennis and spending time with her husband, Brett.

■ ■ ■

Beth Talko is working as a sales assistant to Laurie Morgan in the Marketing Services Division's San Francisco office. Before joining IDG she worked in quote data entry for Stonhard, a manufacturer of epoxy industrial floors. Beth has a BA in public relations from the University of Pittsburgh/Bradford and is a "die-hard fan" of NHL hockey.

■ ■ ■

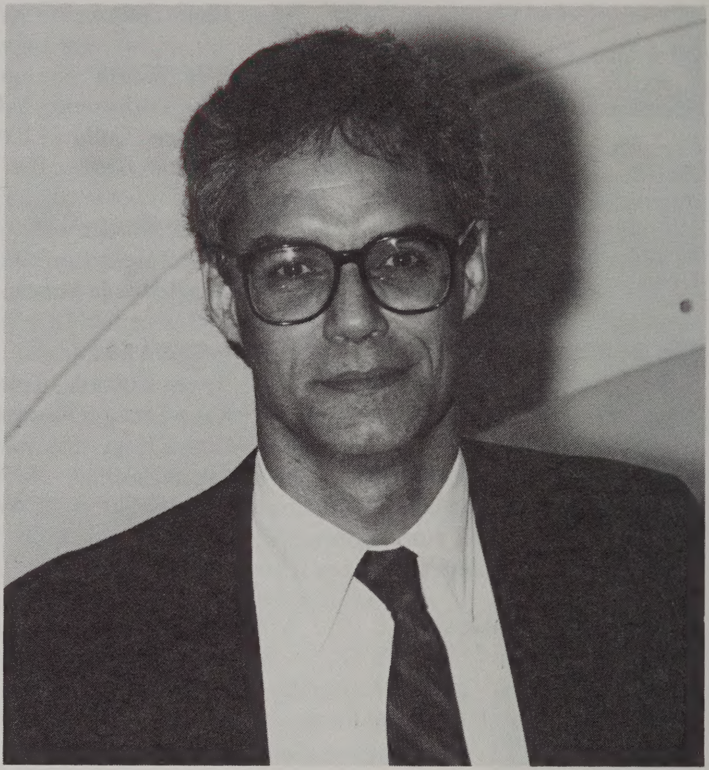
Jeffers

World Update

Dora Jeffers has joined *Computerworld* as system manager of publishing. She previously worked as a technical support specialist at Atex. Dora has a BA in English and history from Indiana Central College and enjoys spending time with her seven-year-old son and serving as a chauffeur during soccer season.

Do-er's profile

Milford Sprecher



Tom Finn, FCW

HOME TOWN: Takoma Park, Maryland

JOB TITLE: Research Director, State and Local Government Service, IDC Government

JOINED IDG: August 1991

BEST PART OF JOB: I enjoy finding answers to really tough questions, learning something new, writing and working with very good people as a team.

LATEST ACCOMPLISHMENT: I had an opinion piece on a local issue published in *The Washington Post.*

INTERESTS OUTSIDE THE OFFICE: I have too many interests! I enjoy reading, environmental work and the outdoors, running, fixing anything that is broken, home improvements, history, archeology, auto mechanics, dancing and music.

GOAL IN LIFE: To be as good a parent as I possibly can.

IF I WERE INDEPENDENTLY WEALTHY: I wouldn't change a whole lot in my life. I'd try to have more time for my family and community projects. I might think about opening a hardware store or becoming a historian.

IF I COULD WORK IN ANOTHER PROFESSION: I was a town manager once, and I think that can be one of the best jobs in the world.

THREE ITEMS I'D BUY ON AN UNLIMITED SPENDING SPREE: I'd put money aside for college for my children, I'd buy a waterfront farm with a very old house, and I'd buy my wife a Mazda Miata.

BEST BOOK READ IN THE PAST YEAR: *Return to Bull Run* by John Hennessy.

DEFINITION OF HAPPINESS: Having some sense of security, being challenged to perform at my best and being valued for my contribution.

SIX PEOPLE I'D INVITE TO A DINNER PARTY: William Shakespeare, George Washington, Thomas Jefferson, Benjamin Franklin, Abraham Lincoln and my father.

LAST GOOD DEED: We incubated some abandoned eggs and gave the hatchlings to a nature sanctuary.

MANAGER'S PROFILE: "Milford has the best understanding of the market for state and local government information technology that I am aware of. He surveys this market constantly, is in touch with the buyers and users, and is widely respected for his ability to find a reliable source to answer any client inquiry."

- Peter Boulay, vice president of research, IDC Government

IDG World Update

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EDITORS
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CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees. Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

U.S. employees get more comprehensive health coverage
- PAGE 2

On line: Walter Boyd takes a turn as this week's columnist
- PAGE 3

***MW* editors discuss new CD-ROM editorial delivery system**
- PAGE 4

IDG World Update

VOLUME 23, NUMBER 44
NOVEMBER 1, 1993

Macworld Expo takes German market by storm

Held in Frankfurt for the first time its three-year history, the German edition of Macworld Expo tallied its best numbers ever: 25,048 attendees and 184 exhibitors.

Macworld Expo had been held previously in Berlin, a site that proved somewhat successful just after the Berlin Wall was torn down but drew fewer than10,000 attendees last year when the show was managed through a licensee. This year, under World Expo/Germany's wing, the show profited from Frankfurt's stronger economic base, larger population, better infrastructure and more convenient location.

"We hope this [the 25,000 attendee figure] gives distributors, dealers, resellers and other vendors a sign that a lot of people here are interested in Apple products," said Macworld Expo Project Manager **Martin Beck**. A late advertising blitz and ticket distribution helped drive up attendee figures so much that three times as many people as expected showed up for the keynote address.

Beck said the working relationship

-SEE PAGE 4

A LICENSE TO GROW

Deal gives *Computerworld*, *Network World* U.K. presence

World Update

International Publishing Services President David Hill (left) recently traveled to London to clinch the deal with *Computing* Publishing Director Clive Snell.

IDG recently mended an important hole in its blanket of international offerings by signing an agreement with VNU Business Publications Ltd. licensing the *Computerworld* and *Network World* titles to that company's U.K.-based *Computing* and *Connexion* publications.

Although IDG has had an ongoing presence in the U.K. market in the form of a wholly owned monthly *Macworld* and

-SEE PAGE 5

Ireland's leading IT publisher teams up with IDG

IDG Chairman **Pat McGovern** capped off a recent two-week bicycle trip through the Irish countryside by paying a call on the publisher of the country's leading IT monthly. By the time he departed the Emerald Isle, IDG had added its newest European licensee.

ComputerScope, a controlled-circulation tabloid launched in 1985, is read by some 21,000 business and professional PC users as well as MIS professionals responsible for enterprise-wide installations.

Although Ireland is a small country with a population of just 3.5 million, its largest export sector by value is electronics. Software giants Microsoft, Lotus and Borland International have established their European localization facilities in Ireland, and numerous hardware manufacturers including Intel, Apple and Dell have manufacturing operations there. The country boasts a highly developed tele-

-SEE PAGE 5

Let's get physicals!

New health plan offers U.S. employees more comprehensive coverage

Against the backdrop of a nationwide debate on health insurance for all U.S. citizens, the IDG Corporate Benefits Department has announced a new health plan for U.S. employees that is more flexible, comprehensive and affordable than the plan currently in place.

As of Jan. 1, employees will have two health care options. You may select health coverage under the IDG Health Plan, which will now function within the John Hancock Preferred network, or continue to receive coverage through an HMO.

In February...

Your daughter has a cold and fever, and has missed two days of school. As a cautious parent, you take her to an in-network physician, who assures you she needs only aspirin, fluids, and rest. You make a $15 copayment — no claim form, no deductible to worry about.

In June...

You fracture your leg during a hiking trip in the mountains. Although the nearest hospital is a non-network facility, the IDG Health Plan pays 100 percent of your emergency-related charges. You purchase crutches, and meet your annual deductible. The plan pays 80 percent of your prescription drug charges.

In September...

A family member requires a chest X-ray, and chooses a non-network radiologist — an old friend of the family. The IDG Health Plan pays 80 percent of the charges for a non-network X-ray after you meet your deductible. If you had chosen an in-network radiologist, all charges would have been covered in full.

Under the Hancock Preferred plan, employees may select from thousands of member doctors nationwide and, because this network of physicians and facilities offers members discounted services, will receive a higher level of coverage at no additional cost.

All in-network health care is covered at 100%, and there are no claim forms and no deductibles. Employees selecting this plan will also have the option to selectively go outside the network for health care under essentially the same guidelines currently in place (most services covered at 80% after deductible is satisfied, and claim forms must be filed).

Highlights of the Preferred Network plan include:

- All in-patient hospital charges are fully covered.
- Physicals are fully covered within the schedule.
- Office visits are covered with a $15 co-payment.
- No claim forms are required.

Employees selecting a non-network health care provider can expect coverage and procedures similar to the current plan including:

- Coverage of 80% of the cost of in-patient hospital and office visits after the deductible is met.
- Deductibles and out-of-pocket maximums.
- Well-child care through age 5.
- Claim forms must be filed.

In October...

Your pregnancy test results are positive. You begin prenatal care with your chosen in-network physician and facility. Your prenatal costs are fully covered.

According to **Martha Stephens**, vice president of corporate HR, this change is being implemented to make IDG's health plan offerings more convenient and a better value to employees.

"Value is a very subjective term," noted Stephens, "and we understand it will have a different meaning for each individual, but by taking advantage of network buying, we are able to improve ease of access, eliminate paperwork and offer more comprehensive coverage to meet the diverse needs of our U.S. employees across the country."

Employees currently enrolled in the IDG health plan will automatically be enrolled in the new health plan using the Hancock Preferred network as of Jan. 1. Employees currently enrolled in an HMO will have the opportunity to switch to the IDG Health Plan no later than Dec. 10.

Coming soon to an office near you

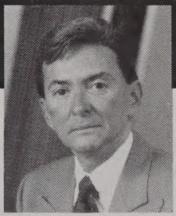
This month, members of the IDG Corporate Benefits Department will visit all IDG U.S. locations to present the details of the new plan and answer questions, according to the following schedule:

- **Week of November 8: Framingham and Boston locations.**
- **Week of November 15: Washington, D.C., Indianapolis and New Hampshire locations.**
- **Week of November 29: San Francisco and San Mateo locations.**

More information about exact locations and times will be available shortly from your Human Resources representative.

On line

ASK WALTER



Q **One of the rules of our ESOP, as I understand it, is that a unit must meet or exceed its annual budget in order for the employees of that unit to qualify for an ESOP contribution from IDG that year. But what about the average entry-level employee in a unit that is under plan — he or she has nothing to do with preparing the budget and has little or no influence on whether the unit meets plan, and yet, after a year of hard work, he or she will not qualify for a contribution. Is this fair?**

A First, the author of the question has some erroneous information. The only time a business unit does not qualify for an ESOP contribution is when there are NO profits at all for the year. Above that level, however, the percentage contribution to an operating unit does indeed increase or decrease by the amount of variance from the annual budget.

Our view is that each and every member of the team, regardless of their position, at each of our operating units share equally with their colleagues in determining the outcome of the year's business plan. In addition, the ESOP is controlled by federal legislation that specifically prohibits discrimination in any of the operating units in terms of the percentage of contribution given to individual employees. In other words, if your operating unit receives a 7% contribution to the ESOP, each employee, regardless of rank or position, must receive the same 7% contribution to their individual account.

Q **The IDG Directory that is printed annually in a small booklet form is so hard to get one's hands on. In my office there are two directories for about 20 people. Why can't we print more? Communication is so basic in a decentralized company that it's counterproductive not to have plenty of these booklets.**

A The IDG Directory is available to one and all who have need for it. When the directory is issued each November each of the operating unit presidents is asked how many copies they would like for their units. We agree that the directory is invaluable in terms of easy communications between operating units and is something that we very much encourage. The directories are now at the printer and will be distributed to the various business units during the next month or so. If you would like a copy, please make sure to let your business unit president know right away so that you can get your 1994 edition.

Q **My job requires that I travel a fair amount and use a credit card to pay for hotels, rent cars, etc. Why doesn't the company reimburse for the annual membership fee (a hefty $55 for American Express)? I use this card for nothing but company travel.**

A The company is currently looking into the possibility of issuing corporate credit cards for those employees who do an above average amount of travel. Short of that, however, the fees for issuing such cards are not a deductible item for the company and the tracking of personal vs. business use is an almost impossible task.

Q **I often have to communicate with employees in business units around the world, and I've found it very time-consuming to locate the mastheads in our various publications. Every masthead is in a different place, and I've noticed some sales staff listings don't even appear consistently. Has IDG ever considered mandating the placement of the masthead page?**

A Due to a wild and confusing set of rules and regulations that many of our publications face in different markets, there is no way that we can standardize the positioning or content of the mastheads. In many countries, this is actually controlled by the PTT or equivalent Postal Service. And, in others, it is a matter of national custom. We do request that all publications publish in each issue the complete listing of IDG publications throughout the world.

As an alternative to using the mastheads you could use both the IDG Directory (referred to elsewhere in this column) and/or the address listing on the E-mail system. I find both sources invaluable, efficient ways to get to the right person. And if all else fails you can always get a message to anyone by sending an e-mail or fax in care of the business unit president.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern
☐ Walter Boyd
☐ Bill Murphy
☐ Kirk Campbell IDC
☐ Martin Taylor IDG New Zealand

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Macworld meeting emphasizes group's global clout

The second annual Macworld Global Product Line Meeting came on the heels of Macworld Expo/Frankfurt last month, drawing 50 editors, publishers and other staff. It was the first time the session was organized by Macworld's Global Product Support Center (GPSC) instead of *Macworld* U.S.

Editorial delivery was one of the hottest agenda items. GPSC Technical Manager **Chip Carman** outlined how, by early next year, he will be able to distribute each issue on one or two CDs that will contain everything *MW* has legal rights to, including text, page layouts and CYMK (color separation) files that are color corrected and ready to be used for printing.

Director of Editorial Operations **Jane Lagas** reported on the progress made toward finalizing worldwide usage and rights for artwork by non-IDG artists. *MW* is developing an artist's contract that would allow art to be used on a one-time basis for each country for Mac-specific books. The Macworld GPSC will pay the single royalty fee; currently, each *MW* publication that wants to use art by a non-IDG artist has to pay a separate fee.

With the Apple product line expanding beyond the Macintosh name, the "What's in a Name" panel examined the future of the name "*Macworld.*" According to panel co-chair **David Ushijima** of *Macworld Japan*, the group looked at the scenarios *MW* would be forced to cover, such as if Apple licensed its operating system software for use with non-Apple PowerPC machines from vendors such as Dell or Acer. Most attendees felt *Macworld* will have to cover PowerPC, Newton, as well as other cross-platform issues such as using Macs with Windows, workstations and other machines. There was no consensus on whether a name change was necessary, but all agreed that they would have to watch the Apple market closely.

"Apple's transition to new platforms and technologies will be the most significant step that company has ever taken, and it will have a major impact on each of our business units," said **Jim Martin**, publisher of *Macworld* U.S. "We agreed that our global clout as a product line can put us in a position to help shape this rapidly changing market we serve, since 2.5 million worldwide Macintosh users each month read one of the *Macworld*-branded products. Now, more than ever, IDG's global alliance of *Macworld*-branded products can help Apple reach out to and influence its customers (our readers), while at the same time explain to our readers what new products to buy and when."

Macworld

Macwelt's York von Heimburg and Sylvia Stier welcomed their colleagues to Germany and hosted a group dinner the first evening of the two-day session.

Macworld

Kimberlee Luedee of Macworld's GPSC is flanked by guest speakers Pieter Hartsook and Frank Casanova. _MW_ Editor Adrian Mello is at far right.

Storm

-FROM PAGE 1

between World Expo/Germany and other business units was "a fantastic story." *Macwelt* helped with contact names of prospective exhibitors and provided free promotional ad pages. World Expo in Framingham provided assistance to the companies exhibiting in the show's U.S. Village pavillion.

The U.S. Village concept, a new World Expo program for the Macworld Expo series, offers a complete package of services to make it easy for U.S. companies to exhibit abroad. Four companies — two of which also exhibited at Macworld Expo/Mexico City in September — had a fully furnished shell, demonstration area with a Mac Quadra, and a lounge at their disposal.

Next year's Macworld Expo/Frankfurt will be held Sept. 29-Oct. 4. Beck said he anticipates an even bigger increase in exhibitors in '94, as many of the companies who waited to see how the '93 show turned out will want to capitalize on Macworld Expo/Frankfurt's growing success.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 1, 1993

MARKETING DIRECTOR (IDG NEWSLETTER CORP.)

This individual will be responsible for creating and implementing marketing and sales strategies for all newsletters. The candidate will evaluate newsletter proposals in addition to developing new and renewal sales and marketing plans. 7-10 years of direct mail, telemarketing and sales experience necessary. The ideal candidate will have 5 years experience in an intermediate to senior level position.

ADMINISTRATIVE ASSISTANT (IDG NEWSLETTER CORP.)

The candidate will be responsible for general administrative support, special projects, budget and departmental expense tracking. Knowledge of spreadsheets a must. Highly organized, detail oriented individual with excellent interpersonal skills required. Must be able to prioritize and handle multi-task environment.

MANAGING EDITOR (CONNELL COMMUNICATIONS INC.)

Candidate will develop and publish 24-32 page full-color start-up magazine introducing interactive video-on-demand service. Will work with executive editor, publisher and designer to create a new magazine that educates readers about uses of the new technology. Individual will manage monthly production of all editorial content, including feature articles, departments and program descriptions. 2 years magazine editing and writing experience plus a general knowledge of the film and television industries required. Macintosh skills and familiarity with QuarkXPress preferred.

SENIOR ANALYST, UNIX (IDC)

Candidate will research Unix Systems Market and be responsible for major market size/forecast reports. In depth knowledge of Unix Systems market required. 3-5 years experience preferred. BSCS / BSEE or equivalent MBA a plus. Experience with quantitative research necessary.

DIRECTOR OF INFORMATION SYSTEMS STRATEGY (IDC)

The individual in this position will evaluate and implement electronic delivery of IDC's research to its customers. Candidate will develop an internal information systems infrastructure that will support the needs of IDC's employees. 5 plus years experience leading a decentralized end-user organization with shared databases into a state-of-the-art information technology environment preferred. Management skills required.

SALES ASSISTANT (CIO)

This position requires an individual with excellent telephone skills to work with Sales Representatives in all phases of the selling cycle. Candidate will perform general clerical and office duties. Macintosh experience a plus.

PRODUCTION COORDINATOR (NW)

Candidate must have two years experience with 4-color printing process and book layout. High energy a plus and must work well under pressure. Knowledge of MS Word and Excel required. Knowledge of stat camera preferred.

SALES ASSISTANT WEST COAST (CWPI)

This individual will provide support to a District Manager. Position requires initiative & motivation. Excellent communication, organizational and time management skills necessary. Must possess PC literacy with the ability to produce graphic presentations. 2 plus years of administrative experience required. Bachelors Degree a plus.

PRODUCTION ASSISTANT PART-TIME (CWPI)

This person will be responsible for a variety of productions tasks. Ideal candidate must possess excellent communication skills. Typesetting and keyboard knowledge essential. Must be able to work independently and be detail and deadline oriented.

EXECUTIVE EDITOR / REVIEWS & TESTING (IW)

Chief responsibilities are to head up the InfoWorld Test Center and to set the direction and maintain standards for the weekly's product evaluations. Individual will be responsible for the content of InfoWorld's Reviews, Product Comparisons, Test Drives and First Look column. 5-10 years of experience in the computer trade press, writing, editing and testing PC products required. Should possess hands-on technical knowledge of PC, Mac, and networking products and technologies. Management experience a plus.

MIS DIRECTOR (PC WORLD)

Candidate will assume all responsibilities for planning, maintaining, purchasing and expanding the computer systems support of 100-150 employees plus 20 employees in remote locations. MIS or computer science degree with programming ability in Basic, Fortran or C necessary. Minimum of 3 years supervisory experience with minicomputers and PC's required.

ADMINISTRATIVE ASSISTANT (IMI)

Individual will provide administrative support for the SunWorld Editorial Department. Clerical duties to include phones, wordprocessing, client contacts, filing and photocopying. Excellent written and verbal communication skills required. Must be proficient in word processing programs. Minimum of 1 year clerical experience necessary.

EDITIONS EDITOR (IMI)

Candidate will develop a schedule of Sun-focused feature topics and columns. Will assign and write editorial and develop a network of knowledgeable authors in Sun-specific fields. Individual will follow and meet the deadlines set by the Managing Editor. Will act as liaison between authors and SunWorld as well as edit features and columns for the SunWorld edition section of Advanced Systems. Some travel required.

FEATURES EDITOR (IMI)

Individual will develop a schedule of technology feature topics in the Unix/RISC market. Will assign and write editorial and develop a network of authors in the Unix/RISC field. Candidate will prepare editorial for copydesk/production according to the Advanced Systems style guide. Individual will act as liaison between magazine and authors, assist the Reviews Editor and attend industry trade shows.

TECHNICIAN (IMI)

Candidate will execute such software and hardware tests as the Reviews Editor and/or ASTC Director directs. Individual will arrange for delivery and shipment of ASTC review products.

PRODUCTION ASSISTANT (IMI)

Responsibilities will be to pour electronic pages into preset Quark templates and make corrections in layouts as directed. Will perform additional duties as directed by the Art Director and be responsible for proof-reading and other special projects.

CIRCULATION COORDINATOR (INFOTAINMENT WORLD)

Individual will be responsible for circulation analysis, customer service, fulfillment of two magazines and filing of reports. Must possess strong analytical and mathematical skills as well as excellent written and verbal communication skills. Macintosh literate, MS Word and Excel preferred.

ACCOUNTS PAYABLE / RECEIVABLE CLERK (INFOTAINMENT WORLD)

Candidate must be familiar with computerized accounting systems, be able to quickly and accurately process documentation, maintain confidentiality and establish priorities. Organizational skills necessary. 3 plus years experience in A/P and A/R required.

SENIOR ACCOUNTANT (INFOTAINMENT WORLD)

Responsibilities include journal entry preparation, account analysis and reconciliations and month end corporate financial reporting. Must be organized, able to work independently and possess excellent written and verbal communication skills. Must be a CPA with a BS/BA in finance or business with 4 plus years related experience. Strong technical skills a must.

Job Opportunities

Revised: November 1, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Events Manager	MSD, Boston, MA	G. Lodge	(508)820-8161
IDG/NG	News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NG	Assistant News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	M. Cometta	(508)935-4734
IDG/NC	Marketing Director	IDG Newsletter Corp.Boston, MA	M. Cometta	(508)935-4734
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cometta	(508)935-4734
WEC	Telesales Representatives	Framingham, MA	L. Connolly	(508)935-4791
WEC	Sales Support Coord.	Framingham, MA	L. Connolly	(508)935-4791
CIO	Sales Assistant	Fairfield, NJ	M. Masters	(201)227-1140
CIO	Staff Writer	Framingham, MA	M. Cometta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cometta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cometta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cometta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Mgr.Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Telemarketing Rep. TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Group Operations Coord.	Framingham, MA.	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Production Coordinator	Framingham, MA	M. Cometta	(508)935-4734
NW	P/T Editorial Assistant	Framingham, MA	C. Crivello	(508)820-7403
NW	Reporter	Framingham, MA	P. Desmond	(508)820-7419
NW	Prod. Services Coord.	Framingham, MA	M. Cometta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWPI	P/T Production Assistant	Framingham,MA	G. Lodge	(508)820-8161
CWPI	Database Services Rep.	CW Database, Framingham,MA	G. Lodge	(508)820-8161
CWPI	Display Adv. Coordinator	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Correspondent	Burlingame, CA	G. Lodge	(508)820-8161
CWPI	Senior Editor/Management	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
FCW	District Manager	New York/New Jersey	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Marketing Intern	*Multimedia World*, San Francisco,CA	D. Dean	(415)267-1731
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Market Research Analyst	*Multimedia World*, San Francisco,CA	T. Gewecke	(415)978-3153
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Editorial Prod. Manager	*Macworld*, San Francisco,CA	C. Barrett	(415)978-3241
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Administrative Assistant	*Sunworld*, San Francisco, CA	K. Scarlett	(415)267-1730
IMI	Editions Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Features Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Production Assistant	*Sunworld*, San Francisco, CA	K. Scarlett	(415)267-1730
IMI	Copy Editor/Researcher	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	Technical Designer	*Publish!*, San Francisco, CA	B. Long	(415)978-3275
IMI	Associate Pub./Prod. Dev.	*Publish!*, San Francisco, CA	D. Garcia	(415)978-3292
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	Northwest Reg. Sales Mgr.	*Sunworld*, San Francisco, CA	H. Versen	(415)267-1734
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Associate Editor	*Publish!*, San Francisco, CA	J. Widman	(415)978-3294
IFTW	Circulation Coodinator	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Design Associate	*Infotainment World*, San Mateo, CA	F. Mao	(415)286-2518
IFTW	Sr. Account Executive	*Infotainment World*, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Sr. Editor/GamePro,SWATPRO	*Infotainment World*, San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Designer	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Infotainment World*, San Mateo, CA	C. Yam	(415)349-4300

U.K.

-FROM PAGE 1

license arrangements for *Sunworld* and *Lotus* magazine, this deal represents the return of a weekly presence for IDG in the critically important U.K. IT publishing market.

"Our primary interest as a company is to have the IDG name affiliated in every country with the highest-quality, most useful publication for readers and advertisers alike," noted International Publishing Services President **David Hill**, who negotiated the VNU license.

"In the over-crowded U.K. IT publishing market, it seemed to be in the best interests of our customers worldwide to affiliate with top-quality publications rather than try to force new publications into an already glutted market," he added.

Under terms of the agreement, *Computing* and *Connexion* will gain access to both the editorial resources of IDG — including the News Service — as well as international sales representation from IDG's International Marketing Services.

In return, IDG will receive royalty payments; additional in-depth coverage of the U.K. market, which will be carried on the IDG News Service; and the opportunity to offer advertisers worldwide access to a leading weekly publication in the U.K.

GLOBAL NETWORK LINCHPIN

"Given the high priority placed on the U.K. market by information technology vendors around the world, I cannot overstate the strategic importance of the new IDG/VNU alliance," said International Marketing Services President **Frank Cutitta**. "Our IMS offices see the *Computing* and *Connexion* partnerships as a linchpin in IDG's extensive global advertising network.

"The joining of forces has already been extremely well received by our international client base and only reinforces the clear competitive advantage that will be realized as our sales and editorial relationships mature," Cutitta added.

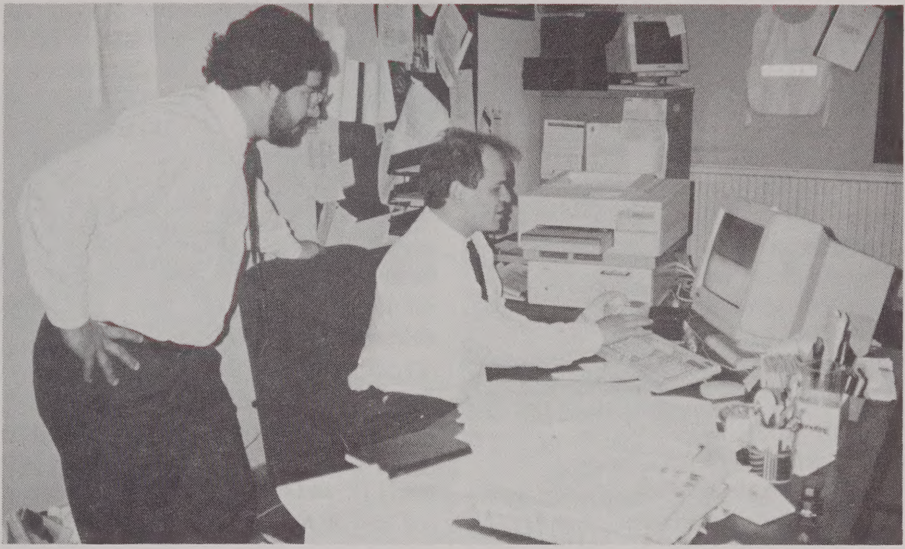
"Our coverage of the U.K. by our News Service correspondents there has been very well received by IDG editors worldwide," noted News Service Director **Rob Garretson**. "So adding coverage from *Computing* and *Connexion* should add significant value to the News Service wire."

Computing, the U.K.'s leading IT weekly, now in its 20th year, is published for individuals involved in the development, use, sales and marketing of IT products. It has an audited circulation of 113,950. *Connexion* is the U.K.'s only newspaper for networking professionals. Published bi-weekly, its audited circulation stands at 25,287.

Clive Snell, *Computing*'s publishing director said, "These agreements give *Computing* and *Connexion* a significant edge over other U.K. IT titles. As the only [non-IDG] U.K. publisher able to use IDG's unique News Service, we will be able to bring our readers increased international news coverage, and we will be able to bring it to them first."

VNU Business Publications is part of the VNU Group, an international publishing corporation headquartered in Amsterdam.

This deal represents the second licensing agreement between IDG and VNU. In March 1993, VNU's Dutch title, *Computable*, entered into a similar agreement for the *Computerworld* title.



World Update

IDG News Service Director Rob Garretson (left) recently visited *Computing*'s London office and helped Editor Jerry Sanders hook up to the News Service. "There is an excellent fit between the News Service and the VNU publications in the U.K. in terms of our respective needs and capabilities," noted Garretson.

Ireland

-FROM PAGE 1

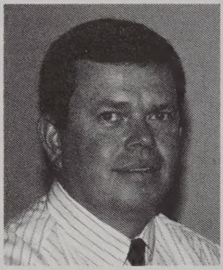
communications infrastructure and a relatively young and well-educated population. "Against this background, *ComputerScope* is essential reading for computer users in Ireland each month," said Publisher **Frank Quinn**.

"Ireland's geographic location as a gateway to Europe is of strategic importance to the information technology industry, as evidenced by the number of major hardware manufacturers and software companies based there," noted McGovern. "With an IT industry poised for expansion, IDG looks forward to teaming up with *ComputerScope* to provide computer users in Ireland with critical information on the IT markets, both locally and globally, that will help the market to compete and grow."

In addition to *ComputerScope*, the Dublin-based publisher also produces a number of niche publications focusing on computer-aided design, networking and the Macintosh and offers a number of conferences, exhibitions and on-line services in the local market.

Noteworthy!

PROMOTIONS



Norberg World Update

Bob Norberg, hired this spring as IDG World Expo's business manager, has been tapped to be the business unit's chief financial officer. "In Bob's expanded role as CFO, he is directly responsible for all aspects of World Expo's financial health," said World Expo CEO Ken Kaplan. "As a pivotal World Expo executive, Bob is one of the key architects of our future."

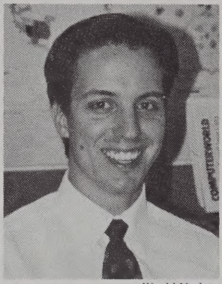
Brown World Update

Network World Senior Editor **Bob Brown** has been appointed *Network World*'s associate news editor. "As anyone who's worked with Bob knows, he's been a real asset to the news staff," said *NW* Editor John Gallant. "He's always hustled for news and good trend/user stories and brings a detail-orientation and the ability to handle multiple responsibilities to the task."

TRANSFERS

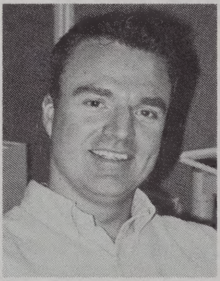
Cardoza World Update

Computerworld's Marketplace section has acquired five new account executives, three of whom came from other IDG business units. **Susan Cardoza**, who will have responsibility for the New England territory, previously worked as the sales associate for *Macworld*'s eastern region. Outside the office, she looks forward to caring for her 15 month-old godson and learning to ski.



Gasper World Update

South Atlantic Account Executive **Kevin Gasper** has been with IDG one-and-a-half years, most recently as Eastern U.S. sales manager for *PC Games* and *inCider/A+*. A graduate of the University of New Hampshire with a degree in business administration, Kevin is living in Manchester, N.H., and spending his free time scouting out a new place to live closer to Framingham.



Sambrook World Update

Andrew Sambrook, most recently the *Macworld* sales representative at IDG List Services, is covering the Northwest territory for Marketplace. He has a marketing degree from Suffolk University. Outside the office, Andrew enjoys taking care of his three-year-old daughter and playing ice hockey.

NEW EMPLOYEES

Gunnar Küchler has been hired as vice president of European operations for World Expo. For the past three years he was director of marketing and sales at Blenheim International in Düsseldorf, Germany. Gunnar, who will be based in Munich, earned a degree in economics at the Free University of Berlin and has a master's in management and urban professions from the New School for Social Research.

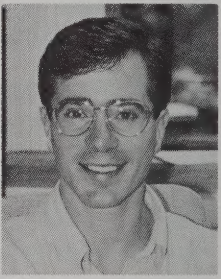
Multimedia World welcomes Southwest Advertising Manager **Chris Jarmul**, most recently publisher of WFC's relaunched *Imprinting Business*. She has a BA in communication arts from Gannon University and spends her free time skiing, "beaching," and serving as the unofficial "Mom" to her fiance's rugby team.

Reeves World Update

Computerworld's Marketplace section welcomes two new people to IDG. Mid-Atlantic Account Executive **Michelle Reeves** spent the past seven years in a similar post at *The Boston Parents' Paper*. She has a BS in speech, with a major in advertising and public relations, from Emerson College and enjoys aerobics and spending time with her family.

Garbarino World Update

Southwest Account Executive **Claude Marie Garbarino** recently worked in electronic ad sales and new business development at HardFacts in Beverly, Mass. She has a BA in English literature from the University of California/Berkeley and counts among her interests photography, video art, travel and swimming.



Christensen World Update

After trading in a sales position at IDC for three years of law school at Suffolk University, **Brad Christensen** has returned to IDC as senior account manager for the Southeast and Midwest territories. He also has a BBA in marketing from the University of Massachusetts/Amherst. Outside the office, Brad enjoys tennis, golf and windsurfing and has a black belt in karate.

After consulting for IDC's imaging/workflow program and managing the workflow conference earlier this year, **Gerry Murray** has been hired as a full-time research analyst. He has a BA in film from Emerson College and an MBA from Babson College. Basketball and rock/ice climbing are among his leisure pursuits.

Chairman's achievers

Mary Fanning
Vice President Finance and Operations
Network World

Mary Fanning, who recently celebrated her 10th anniversary with IDG, has been with *Network World* since its launch in 1986. In the intervening seven years, she has proven herself a dedicated and hard-working employee who is unfailingly pleasant and upbeat and is well-liked and respected by her colleagues.

Mary is a talented worker with a positive attitude that has helped earn her a steady stream of promotions during the seven years she has been with *Network World*. Her contribution is always 100% and she is truly one of *Network World*'s driving forces. "All of us at the publication appreciate her hard work and dedication and we want all of IDG to know about it," read her nomination.

"No one better exemplifies the kind of can-do attitude that is key to a successful organization. Mary is simply a consummate professional and a delight to have as a colleague," added *Network World* President Colin Ungaro.

World Update

Fanning

Any manager wishing to nominate an employee as a Chairman's Achiever may request a form from the Chairman's office via fax number: 617-859-8642.

Attention all editors, analysts and sales reps

IDG World Update **is once again planning to kick off the new year with a forecast issue that will take a look at what's in store for IDG/IDC business units worldwide. As part of this issue, we would like to include brief predictions from IDG editors and IDC analysts.**

So what's in store for the industry and/or IDG in 1994?

Send your prediction in 25 words or less to Patricia Smith or Penny Winn via E-mai P.Smith or P.Winn or fax it to : 617-423-0712.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Ney Kruel - IDG Brazil

ELEVEN YEARS

Preben Engell - IDG Denmark
Miguel A. Hermosell - IDG Spain

TEN YEARS

Valerie Shanks - IDG Spain

NINE YEARS

Bjorg Elin Brodersen - IDG Norway
Kirsten Radberg - IDG Denmark
Kalman von Vajna Nagy - IDG Venezuela
Jose Villacorta - IDG Spain

EIGHT YEARS

Jeff Edman - PC World
Lene Sekjaer - IDG Denmark
Isabel Campo - IDG Spain

SEVEN YEARS

Ted McNulty - Int. Publ. Svcs.
Valérie Frenot - IDG France

SIX YEARS

Zsuzsa Krammer - IDG Hungary
Sándor Mester - IDG Hungary
Susana de Gomez - IDG Argentina

FIVE YEARS

Alain Ritaly - IDG France
Claudio Ceriani - IDG Italy

FOUR YEARS

Lisa Crutchfield - PC World
Scott McCready - IDC
Yoshitomo Fukuda - IDG Japan
Simon Pearce - IDC U.K.
Maria Luisa Romiti - IDG Italy
Bruno Agostini - IDG Italy
Akos Bognár - IDG Hungary
Nancy Durlester - InfoWorld

THREE YEARS

Paul Worthington - Multimedia World/PCW
Cornelia Krämer - IDG Germany
Marianne Kondrup - IDG Denmark
Marc Benitah - IDG France
Ralph Villoing - IDG France
Valérie Feneon - IDG France
Francois Lambel - IDG France
John Wang - IDG Taiwan
Jason Wang - IDG Taiwan

TWO YEARS

Cheryl Curbow - PC World
Charles Pettirossi - IDC
Yukiko Hosoya - IDG Japan
Ann McCrory - Computerworld
Octavio Dantas - IDG Brazil
Pierre Hultman - IDG Sweden
Elisabeth Richard - IDG France
Lisa Weller - InfoWorld

ONE YEAR

Jason Muscat - Integrated Media
Nadia Maudsley - PC World
Paul Arabasz - IDC
Søren Adelkvist - IDG Denmark
Mikael Ahlsen - IDG Sweden
Margita Edling - IDG Sweden
Christer Pettersson - IDG Sweden
Alessandra Dainotti - IDG Italy
Simona Varisco - IDG Italy
Cristina Cinquini - IDG Italy
Fabian Beneventano - IDG Argentina
Crystal Chao - IDG Taiwan
S.J. Sanders - InfoWorld

Off line

Congratulations to all our enthusiastic caption contributors. Winner Kelly Lynch will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave.* The honorable mention winners below will receive *IDG World Update* frisbees.

HONORABLE MENTIONS:

"Unattended tape back up!! I tell ya, Bob, it's a dream come true!!"

- **Trent Primrose**, IDG Australia

"Never mind the consultants' report, Acme Computer has nothing to hide."

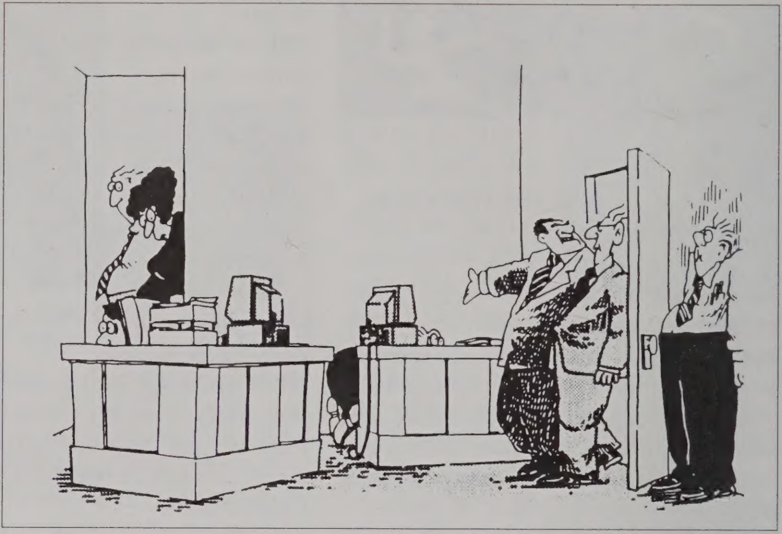
- **Simon Salamon**, LINK Resources

"And here is the secret of our success: our 'go-get'em' sales team!"

- **Richard Mergler**, IDG Australia

"And in here, you'll find the innovative staff of our health and fitness platform."

- **Gloria Ciolek**, CW Database Division



"I'm sure everyone would like to volunteer for your committee, Mr. Chairman."

- **Kelly Lynch**, IDG Human Resources

IT Trivia

1.How long would it take to send the *Encyclopaedia Britannica* over a 2-gigabit fiber-optic cable? Two seconds, two minutes or 20 minutes?

2. What was the first software company to go public on the New York Stock Exchange?

3. During the 1960s and 1970s, the eight major computer companies were referred to jokingly as "IBM and the Seven Dwarfs." How many of the seven dwarfs can you name?

Answers:
1. 2 seconds. 2. Cullinet Software in 1978. 3. Sperry Rand, Control Data Corp., Honeywell, RCA, NCR, GE, and Burroughs.

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update,* International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

On line: IDG Books' John Kilcullen fields your questions
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Boston-area employees raise funds for City Year
- PAGE 5

Two West Coast employees pass 10-year milestone
- PAGE 7

IDG World Update

VOLUME 23, NUMBER 45

NOVEMBER 8, 1993

Swiss IDC/IDG collaboration draws hundreds

IDG's Swiss publishing and market research offices collaborated on a new program at the Orbit show in Basel, Switzerland, Sept. 28 to Oct. 2 that drew hundreds of attendees each day. The successful joint venture was yet another example of the cooperative relationship the two companies have forged over the past few years.

"Orbit Forum" was the umbrella name for a series of events at Switzerland's No. 1 IT show. The Forum included lively one-on-one interviews and roundtable discussions with industry leaders on topics such as the "PC Industry War," "Battle of the Operating Systems," "Virtual Reality" and "Future of the Swiss Software Developers." IDC Switzerland organized the sessions, while *Computerworld Schweiz* editors and IDC managers took turns moderating the discussions.

IDG and IDC arranged to have the sessions broadcast on the show's internal TV system to reach even more attendees. The TV channel also featured twice-daily updates on IT market news delivered by newscasters and based on electronic mail sent from *Computerworld Schweiz*'s office.

- SEE PAGE 4

MSD hits the road with fourth installment of IT buying study

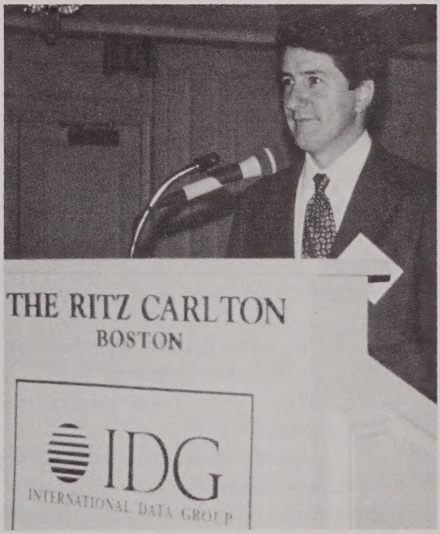
Some 750 of the Marketing Services Division's top customers will have gained new insight into the rapidly changing PC sales environment by the time a small group of hardy MSD employees wrap up their nine-day, 10-city tour this week.

The fourth installment in a comprehensive study begun in 1991 called "Buying IT in the '90s," this year's research focused on factors affecting why customers buy particular products. Previous research has analyzed who influences the decision to buy computer hardware and software, how they buy in the enterprise and where they buy.

> *"This research helps our customers build successful marketing programs that feature IDG products and services."*
> - **Kelly Conlin**

Managed by IDG Research Services President **Kathy Dineen**, this year's study was conducted by Intelliquest and based on more than 1,000 interviews with both business and home buyers of high-tech products.

According to MSD President **Kelly Conlin**, "this on-going research is a way for us to help our customers better understand the market so that we can help them build marketing programs that will be successful — and that feature IDG products and services."



World Update

MSD President Kelly Conlin addresses the audience at the Boston presentation of "Buying IT in the '90s: Why They Buy."

Each of the two-hour presentations provided an overview of the study's major findings. The full report is available only

- SEE PAGE 2

MSD

- FROM PAGE 1

IDG
INTERNATIONAL
DATA GROUP
ONE EXETER PLZ

World Update photos

MSD Marketing Specialist Brian Ormsbee has spent the past year mastering the fine art of multimedia presentations. Ormsbee, who "last year knew nothing about this area, has now become a complete expert," noted MSD President Kelly Conlin.

to MSD customers. Among the study's highlights:

- Despite the recent marketing trend to target the home and consumer user, the business market still represents the greatest profit opportunity for technology marketers. This market offers:

— **High growth potential.** 56% of business respondents expect to increase their technology expenditures in the next three years as opposed to only 43% of home respondents.

— **High volume**. Based on past expenditures, anticipated increases, company revenues and technology environment, the study found only 2% to 12% of home users offer high profit potential, while 56% to 63% of business users offer significant profit potential.

— **Easy reachability**. Based on time spent reading publications, impact of advertising and editorials, and reliance on information sources for brand information, technology news and purchase information, 74% of business respondents represented medium to high profit potential, while only 60% of home users did.

- Understanding brand loyalty is key to measuring and growing profitability. In a comprehensive survey of 10 different product categories, 61% of laser printer and network operating system purchasers said it was very likely they would buy the same brand in the future. Conversely, in the presentation graphics software product category, 61% of respondents said they would consider switching brands in the future.

Assistant to the President (of MSD) Libby Levinson was on hand to greet the attendees at the Boston presentation of the IT buying study.

CW marketing assistant vows, "I Boo!"

***Computerworld* Marketing Assistant Patty Faherty and her fiance Jeff White met two years ago at a Halloween party.**

So, two weeks ago when they heard an ad on the radio from Spooky World, seeking a couple interested in tying the knot at the horror theme park in Berlin, Mass., on Halloween night, they thought, "Why not?"

Selected from a flood of couples who responded to the ad, Faherty, made up to resemble a ghost bride, and White, decked out as Beetlejuice, were married in a civil ceremony surrounded by 70 of their friends and family — many in costume. The bride received a dozen black roses and the couple was driven — by hearse — for a night's stay in a nearby hotel.

"It was fantastic," Faherty said. "We laughed through the whole thing."

Patty Faherty (front left) is toasted by her matron of honor, *Network World* Assistant to the Editor Cheryl Crivello, a.k.a. Draculette. To Patty's right is her new husband Jeff White.

On line

ASK JOHN

IDG Books Worldwide President and CEO John Kilcullen takes a turn as this week's guest columnist. (Part 1 of 2.)

Q I understand you've recently signed a deal with Microsoft. Can you tell us a little about what you're planning to do with that company?

A IDG Books signed a cross-licensing agreement with Microsoft Corp. on Aug. 12 to create a custom edition of our international bestseller, *DOS For Dummies*, entitled *Microsoft MS-DOS 6.2 Upgrade For Dummies, Special Edition*, to bundle with MS-DOS 6.2. Our book effectively replaces the Microsoft manual, and this partnership is the first of its kind for both Microsoft and IDG Books Worldwide.

IDG Books will sell and market this book/disk bundle into bookstores, and Microsoft will sell it into computer and software stores, distributors, wholesale clubs, mass marketers, catalogs, and government and corporate accounts, introducing our *Dummies* brand to hundreds of thousands of new users. This is a particularly interesting development in that Microsoft has its own book division, Microsoft Press.

Microsoft chose IDG Books because the MS-DOS product manager read the article about *DOS For Dummies* that appeared on the front page of the Sunday edition of the *New York Times* on June 6. He was blown away that 1.5 million of his customers had purchased our book to learn how to use DOS. This confirmed his hypothesis that Microsoft knew how to market DOS to early adopters but not to the millions of mass market users.

IDG Books had established brand preference in the minds of this growing mass market and Microsoft believed that *DOS For Dummies* could add value to DOS better than its manual could. In addition, Microsoft wanted to expand its channels into bookstores and, after interviewing several merchandise managers at large bookstore chains, the overwhelming conclusion was that IDG's track record of high inventory turns and aggressive sell-through marketing made it the best partner for Microsoft.

It took four months from the first phone call from Microsoft to the launch of the book/disk bundle into the channel. David Solomon, IDG Books Worldwide's publisher, and his team deserve tremendous credit for making this book happen on such short notice.

Our agreement with Microsoft includes the U.S., Canada, and the U.K. territories for the export edition. We are also working with our publishing partners in France and the Netherlands to create local language editions in those markets.

If this relationship with Microsoft works, we hope to discuss similar ventures with other Microsoft product managers for introductions mid-to-late 1994. We value our partnership with Microsoft so we will not enter into similar software distribution relationships with other manufacturers of operating systems. However, we are close to signing a licensing agreement with Borland International for one of its compilers to bundle with our first Programmers' Press product to be released in March 1994.

Q I've been hearing a lot about IDG Books in various overseas markets. Can you give us an update on your overseas activities? Also, do you always work with the local IDG business unit in overseas markets?

A Our international export and licensing business is booming, thanks to the efforts of Brandon Nordin, our vice president of international sales and licensing, Marc Mikulich, our manager of foreign and subsidiary rights, Christina Turner, our international sales assistant, and our IDG partners around the world.

English-language versions of IDG's books are distributed in almost every English-speaking market, and we currently have roughly 300 books translated into 24 international markets. We are proud to be the first U.S. computer book publishers in the People's Republic of China with the launch of *Windows Gizmos* this month with IDG Hi-Tech Beijing.

New markets that Marc has opened up include Indonesia, Thailand and Slovenia, and we have bestsellers from Rio de Janeiro to Warsaw. Translations of our *Dummies* series in France are a major success. The title of the Dummies series in France, *Pour Les Nuls*, is based on a popular local TV series.

Most of our publishing partnerships abroad are with established book publishers including IDG Bulgaria, CW Sweden, Hi-Tech Beijing and the IDG licensee in Slovenia. It is important to note that these publishers were in the book business before they approached us to license our titles.

We are particularly proud of our marketing relationships with our IDG companies in Australia, Hong Kong, Japan, France, Italy, Spain, the Netherlands, Latin America and many other countries too numerous to mention here. We have just come off a very successful Frankfurt Book Fair in Germany, and we are projecting a record year in FY 1994 for international business.

Q Does IDG Books have a list of the books it publishes that can be distributed to employees?

A All IDG employees are eligible for a 30% discount off all IDG books and can order via phone (800-762-2974), fax (415-358-1260) or mail. Our overseas units can E-mail me (J.Kilcullen) on BusinessTalk 2000 as well. Our books are too numerous to mention here, but we have a catalog of all books that we are happy to send on request.

Swiss

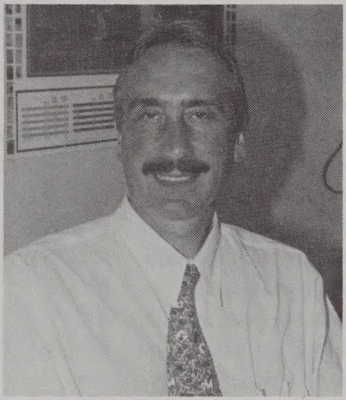
- FROM PAGE 1

The forum was so well-received by attendees that IDG and IDC plan to repeat the event at Orbit '94.

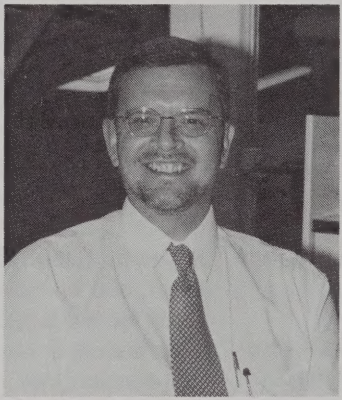
NUMEROUS TIES

IDG Switzerland is located on a hill overlooking downtown Zurich, while the IDC office is about 45 minutes north in Schaffhausen, just a few kilometers from the German border. The geographic distance between the sister companies belies the staff's close professional ties.

One of the joint ventures is a 58-page promotional booklet that helps advertising clients learn how to get the best possible return from their marketing francs.



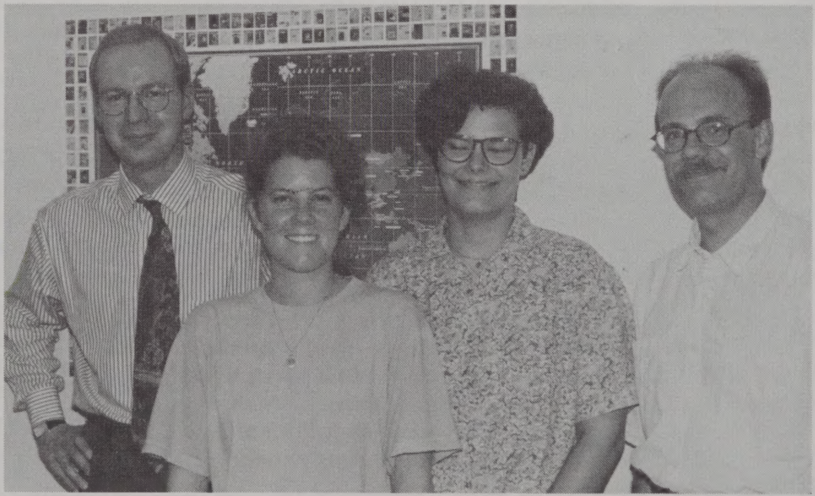
Gebhard Oserwalder: "Our vision is to become the most reliable marketing partner the Swiss vendors can turn to for a full range of services."



Phil Ziegler: "Clients don't have the patience to read reports and think up plans — they want to go to conferences and get immediate ideas."

Now in its second year, the booklet includes profiles of each office and their various publications and client services products, snapshots of European and Swiss market data, and highlights of a Marketing Services Division study on the IT buying process. IDG paid for the book's printing, and in return has free access to IDC research.

During the past year **Gebhard Osterwalder**, managing director of IDG Switzerland, and **Phil Ziegler**, director of IDC Schweiz, have done joint presentations to major customers, styled after the IDC Briefing Session but with a one-on-one format.



World Update photos

Among the IDC Switzerland staff who have been involved in cooperative ventures with their IDG colleagues are from left: Frank Flügel, program manager for software and services; Susi Weber, conference coordinator; Tamara Friedli, research assistant; and Marcel Meili, program manager for desktop computing and PCs. Not pictured is Susi Ziegler.

"A few years ago ad agencies thought they knew everything, but since their clients have so much less money to spend with the downturn of the economy, they want to hear about the market from IDC," Osterwalder explained. Approximately 80% to 90% of the publishing company's ads come from ad agencies.

Even when the managers meet clients independently, Osterwalder usually brings along an IDC brochure or other documentation, and Ziegler totes a copy of *CW Schweiz* as a leave-behind.

The two offices have also found conferences to be a lucrative area of cooperation. The conference business has grown to represent about 50% of IDC's revenue. In 1993, the company held seven one-day events on networks, open systems, imaging and other topics. According to Ziegler, no other company is holding local conferences on specific topics like IDC — the competition's sessions tend to be more business management-oriented. In addition to the attendees' admission fee, IDC gets revenue from sponsors who demonstrate their products at the events.

"Marketing payoff is very important to clients," Ziegler said. "They want to spend one franc and get 10 francs back. Therefore, they don't have the patience to read reports and think up plans — they want to go to conferences and get immediate ideas. Strategic planning is over for most companies, and tactical decisions are in."

IDC produces the conferences, and IDG helps by giving IDC free access to subscriber lists for direct mail and free ad space in IDG publications. IDG has also used the conference themes as the basis for special sections of *Computerworld Schweiz*, which have yielded a significant new stream of advertising revenue.

One major new client, the Swiss PTT, had not placed an ad with IDG for eight years until it was lured by one of the special conference issues this year.

"We even want to go beyond our current scope of work," Osterwalder said of the IDG/IDC ventures.

"Our vision is to become the most reliable marketing partner that the Swiss vendors can turn to for a full range of services from marketing consulting and direct mail to targeted publications and even exposure in the mass media."

STAR *Gazing*

IDG CORPORATE STAR PROGRAM

IDG is pleased to continue the **Corporate Star Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results. Awards are granted twice a year at the IDG Holiday Luncheon and at the Corporate Picnic. Up to three awards are granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection Committee.

- Accounting
- Chairman's Office
- President's Office
- Credit
- Finance
- Tax & Legal
- International Marketing Services
- List Services
- Marketing Services Division
- Research Services
- Human Resources
- Information Systems
- IDG Publishing Services (News Group)

Please use the nomination form on the reverse side to nominate an IDG Corporate employee who has provided exemplary service, teamwork or results for your operating unit. Corporate IDG employees can nominate other corporate IDG employees for this award Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **STARS** will be displayed in the corporate lobby.

Nominations must be submitted by **November 19, 1993.**
Please use the form on the reverse side.

☆ IDG CORPORATE STAR PROGRAM ☆

The recipient of the Corporate Star Award will be selected from nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual IDG Holiday Luncheon on December 21, 1993.

EMPLOYEE NAME ______________________________

POSITION or TITLE ______________________________

DEPARTMENT ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY:______________________ DATE:__________

All nominations must be submitted to Theo Guest, IDG Human Resources Department, 5 Speen Street, Framingham, MA by **November 19, 1993.**

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 8, 1993

The ***Job Opportunity Listing*** *will be published weekly in the* ***IDG World Update*** *indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.*

RESEARCH ASSISTANT PART-TIME (IDG RESEARCH SERVICES)

Candidate will assist in all phases of secondary research/analysis. Will gather information on vendors, products and markets in the IT industry. Individual will organize information resources, create charts and page layouts, handle client inquiries and related projects. Strong research and communication skills as well as attention to detail required. Must be Macintosh literate (MS Word, Excel, Deltagraph, PageMaker). Knowledge of computer industry a plus. (10-15 hours per week)

BUSINESS MANAGER (TECHMEDIA PUBLISHING, INC.)

Individual will be responsible for the collection, distribution and analysis of the company's financial information. Will create and revise revenue and expense projections and coordinate with the corporate finance, credit and accounting departments. The position requires expertise in accounting and financial statistical analysis. Strong people skills, attention to detail and a desire to contribute to the team's overall success are essential. Publishing experience a plus.

CIRCULATION DIRECTOR (TECHMEDIA PUBLISHING, INC.)

Duties will include developing and implementing overall circulation strategies, establishing and meeting audit goals, managing department budgets and coordinating with vendors. Individual will be responsible for the assessment and testing of new and existing acquisition methods as well as competitive circulation positioning. Requirements include a proven record of success in circulation management, including financial and marketing direction. Expertise in direct mail acquisition and strong leadership skills are essential.

ADVERTISING SALES ASSISTANT (CWPI)

The selected individual must have excellent telephone skills. PC proficiency and strong organizational and interpersonal skills are necessary. Must be able to prioritize. Working knowledge of Wordperfect and Harvard Graphics software is preferred. Individual will be a member of the support team assisting three district managers and a regional VP in all phases of the advertising sales process.

RESEARCH SERVICES COORDINATOR (MACWORLD)

Candidate will provide administrative support for the research department in addition to customer service in the form of obtaining information for other Macworld employees, advertisers and agencies. Entry level research analysis required. Individual should possess strong organizational and communication skills. Initiative, attention to detail and strong follow-up skills are necessary. Computer skills (Macintosh preferably), good writing ability and general business experience are essential.

REGIONAL ADVERTISING MANAGER (MACWORLD)

Candidate will be responsible for maximizing advertising pages, revenue and marketshare. Individual will manage an assigned sales force and oversee the advertising sales administration. Must have experience selling space. Previous management experience required.

ASSISTANT TO THE PRESIDENT (IMI)

Individual will perform administrative tasks as determined by the President. Will insure smooth functioning of the President's office and facilitate and expedite incoming and outgoing communications of that office. Candidate must be Macintosh literate and know wordprocessing and spreadsheets. Prior experience at the executive level necessary. Individual must be highly organized and detail oriented with excellent written and verbal communication skills. Some analytical skills required.

ASSISTANT PRODUCTION MANAGER / SEGA VISIONS (INFOTAINMENT WORLD)

Candidate will assist in the production process of our custom publishing products. The position requires a technical command of the Macintosh and a proficiency with QuarkXPress and Adobe Photoshop applications. Ideal candidate will be detail oriented and work well under pressure with a team player attitude. Four+ years experience with desktop publishing required.

ASSISTANT MANAGING EDITOR (INFOTAINMENT WORLD)

Experienced copy editor with proven editing and proofreading skills needed for the GamePro, SWATPRO and PlayRight publications. Must be able to work in a fast-paced environment and work on several publications simultaneously and at various stages in the production cycle. In the Managing Editor's absence, the Assistant Managing Editor must be able to supervise the edit/production process and enforce deadlines. Ideal candidate will have at least three years' copy editing experience and exceptional editing and organizational skills.

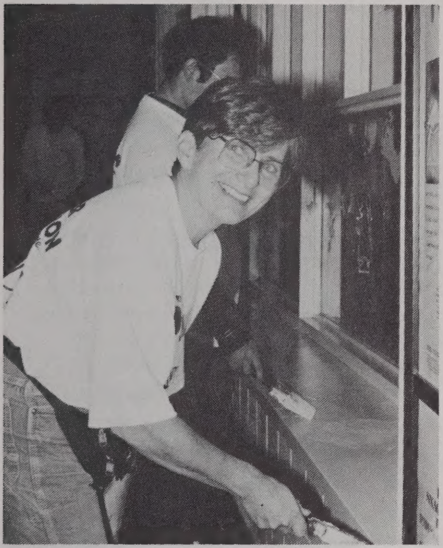
Job Opportunities

Revised: November 8, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Research Assistant	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG/NG	News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NG	Assistant News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Marketing Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Telesales Representatives	Framingham, MA	L. Connolly	(508)935-4791
WEC	Sales Support Coord.	Framingham, MA	L. Connolly	(508)935-4791
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
CIO	Sales Assistant	Fairfield, NJ	M. Masters	(201)227-1140
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*DesktopVideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Mgr.Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Telemarketing Rep. TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Group Operations Coord.	Framingham, MA.	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
IDC	Program Dir,Graphics & Video	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Framingham, MA	C. Crivello	(508)820-7403
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Advertising Sales Assistant	Framingham, MA	G. Lodge	(508)820-8161
CWPI	P/T Production Assistant	Framingham,MA	G. Lodge	(508)820-8161
CWPI	Display Adv. Coordinator	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Correspondent	Burlingame, CA	G. Lodge	(508)820-8161
CWPI	Senior Editor/Management	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
FCW	District Manager	New York/New Jersey	L. Connolly	(508)935-4791
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Market Research Analyst	*Multimedia World*, San Francisco,CA	T. Gewecke	(415)978-3153
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Editorial Prod. Manager	*Macworld*, San Francisco,CA	C. Barrett	(415)978-3241
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Asst. to the President	Integrated Media, San Francisco, CA	T. Ohara	(415)978-3204
IMI	Features Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Production Assistant	*Sunworld*, San Francisco, CA	K. Scarlett	(415)267-1730
IMI	Copy Editor/Researcher	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	Technical Designer	*Publish!*, San Francisco, CA	B. Long	(415)978-3275
IMI	Associate Pub./Prod. Dev.	*Publish!*, San Francisco, CA	D. Garcia	(415)978-3292
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	Northwest Reg. Sales Mgr.	*Sunworld*, San Francisco, CA	H. Versen	(415)267-1734
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IFTW	Assistant Managing Editor	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Asst. Prod. Mgr/Sega Visions	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Coodinator	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sr. Account Executive	*Infotainment World*, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Electronic Ent.*, San Mateo, CA	C. Yam	(415)349-4300

Boston-area employees clean up for a good cause

Annual fundraiser helps support Boston's City Year program



World Expo's Judy Shapiro painted the school's cafeteria. Outside, Jeff Silha (World Expo) and Patricia Smith (*IDG World Update*) cleaned up the playground.

Twelve IDG employees traded in their pens and computers for mops, rakes and paintbrushes during a fundraiser last month for City Year, Boston's community service and leadership training program for young adults. A total of more than 10,000 Boston-area residents participated in the fifth annual Serve-a-thon, which raised close to $750,000 to help fund the 5-year-old City Year program.

IDG Operations Manager **Donald Young** and World Expo's **Chris Blanchard** coordinated the group under the sponsorship of the IDG Chairman's Council, which organizes charitable projects to which Massachusetts employees can donate their time and talent. The IDG team spent the day on clean-up detail at one of Boston's public schools and raised $2,500, including matching grants, for the City Year program.

"Getting involved with City Year was a rewarding experience. It gave individuals a chance to meet new people and there was strong evidence of real team spirit and enthusiasm," said Young. "I want to thank everyone who did get involved and also those who acted generously by pledging IDG's workers."

The World Expo bucket brigade included (l-r) Nancy Ferguson, Chris Blanchard, Susan Leary and Kim Fladung.

World Update photos

This group used up plenty of elbow grease on the hallway cleanup effort: (from left) Nicole Kassel and Mary Dolaher (IDG HQ), Paula Marcotte (CWDD), Drew Montgomery (World Expo) and Donald Young (IDG HQ).

Address changes

IDC's European Marketing Department will now share offices with London-based CW Communications Ltd. The address is:

**99 Gray's Inn Road
London WC1X 8UT
UK**

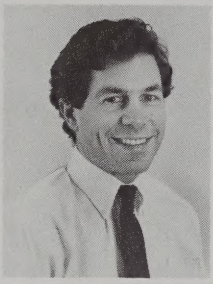
**Tel: +44 71 831 9252
Fax: +44 71 414 0278**

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

***MacIn*, IDG's licensee in Portugal, has amended the new fax number that was published in the October 11 issue of *IDG World Update*. The correct fax number is +3511-353-4379.**

Noteworthy !

PROMOTIONS


Eckerson Network World

Network World's **Wayne Eckerson** has taken on the post of executive editor of *Collaboration*, a supplement slated to debut in January that will focus on technologies that help people work together. He will retain his duties as senior editor/news coordinator for *NW*'s client/server applications section.

"Wayne brings a unique set of skills to his new position, including a comprehensive understanding of collaborative computing software issues, an ability to identify big-picture trends and a finely honed writing style," said *NW* Executive Editor John Dix.

TRANSFERS

Joanne Wittren, previously the events manager for the Marketing Services Division, has relocated to Framingham and taken on new responsibilities as *Network World*'s marketing services manager.

■ ■ ■

Dianne McNeil, formerly a market research associate at the Computerworld Database Division, has signed on with *Multimedia World* as Eastern regional sales associate.

■ ■ ■

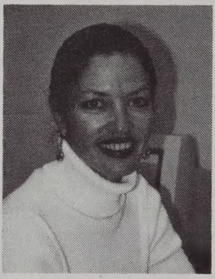
Bill Kennedy, formerly editor-in-chief at A+ Publishing, is working out of Peterborough, N.H., as *SunWorld*'s features editor.

NEW EMPLOYEES

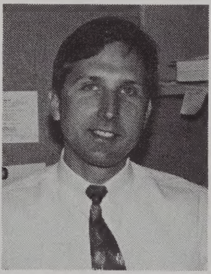
Peter Mayer has signed on as district sales manager for demographic editions for *InfoWorld*'s mid-Atlantic region. Before joining IDG, he was Eastern ad manager for GP Publications. He holds a BA in communications from Villanova University and enjoys all athletics.

Jeannie Trautmann also joins *InfoWorld* as Northwest district sales manager for demographic editions. She was previously an account executive at *MacWeek*. A graduate of the University of Southern California, Jeannie enjoys snow and water skiing, tennis and running in her free time.

■ ■ ■


Perkins World Update

Lisa Judd Perkins, who had been working as a consultant to World Expo for the past six months, has been hired as director of international sales and support. She has more than 13 years experience in IT sales, marketing and advertising, most recently with the international marketing communications firm EGI. Lisa has a marketing degree from Lesley College and lists skiing, tennis and hiking among her many interests.


Duda World Update

Francis Duda has also joined World Expo as national accounts manager for UniForum. He has broad experience in the trade show business and spent the past six years working out of his home for a firm that provided a full package of services for exhibitors. He has a BS in management from Waynesburg College and enjoys reading and sports.

■ ■ ■

Arden Hoffman has been hired as a fact checker at *PC World*. He graduated from the University of California/Berkeley in May with a BA in rhetoric and spends his off hours cycling, learning French and serving as a writing tutor.

Licia Slimon has joined the *PC World* Online Services team as administrative assistant, a role she held recently at Foghorn Press. Licia studied video production and scriptwriting at the University of Texas/Austin. A new ocean-goer, she enjoys exploring the Pacific's best spots for bodysurfing.

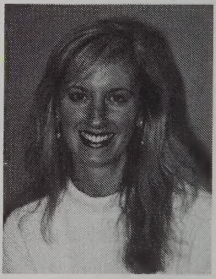
■ ■ ■

As office services manager at IDG's Chrysler Road office in Natick, Mass., **Tom Vahey** is handling shipping, receiving, mailing and other administrative duties. He was previously a material control manager for Sequoia Systems. Tom enjoys gardening, fishing and traveling in his free time.

■ ■ ■

Lynn Crisanti has been hired as a research consultant at IDC China/Hong Kong and will also serve as associate editor of *China Informatics*. Before joining IDC, Lynn's work experience included positions with the Sawyer Miller Group in New York, the U.S. State Department and the National Committee on U.S. China Relations. Fluent in Mandarin, Lynn holds a BA in Oriental studies from the University of Pennsylvania and an MA in international affairs from Columbia University.

■ ■ ■


Auer World Update

CIO welcomes **Katherine Auer** to the staff as associate editor. She had previously worked on a free-lance basis for a variety of publications, most recently *PC Week*. Katherine has a BA in English from Queen's University in Canada and an MBA with a concentration in MIS and international business from Bentley College.

■ ■ ■

Most recently executive editor of *VideoGames & Computer Entertainment* **Andy Eddy** is now senior editor at *GamePro*. Outside the office, he enjoys "thrill sports" (bungee jumping, skydiving and hang gliding) and spending time with his family.

PCW's Barbara Adamson, *Publish's* Penny Rigby celebrate 10 years

Barbara Adamson began her IDG affiliation in 1983 as a part-time design associate at *PC World*, a position she held for five years while simultaneously managing her own freelance design business. In 1988, she accepted a full-time position as senior design associate at the magazine.

Barbara, "a professionally trained shower singer," says she spends a lot of her free time awaiting a record deal. She also loves to scuba dive, hike and swim.

Penny Rigby joined *PC World* in April 1983 as an account manager. In October of that year, she joined the *Macworld* launch team, undertaking responsibility for the new publication's sales and marketing.

Penny remained at *Macworld* as account manager for seven and a half years. During her tenure at *Macworld*, she was asked to join the launch team for *Publish*, the electronic publishing marketplace's first magazine. "It was another thrilling and exciting time — to work on two wonderful magazines in two hot markets at one time. Also," noted Penny, "more than a little crazy!"

In 1991, Penny returned to *Publish* as account manager for the Silicon Valley/Northwest territory, which she continues to represent today.

Penny has two children. She and her son live in Marin County, Calif., with what may be the world's largest black cat. Her daughter attends school in Nevada. In her spare time, Penny enjoys gardening, opera, biking, entertaining and, most of all, her children and their friends.

IDG Chairman Pat McGovern recently escorted Penny Rigby (left) and Barbara Adamson to dinner.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-SIX YEARS
Ted Bloom - IDG

NINE YEARS
Veronique LaMarque - IMS
Maureen Hanley - Computerworld

EIGHT YEARS
Diane DeFlorio - IDC
Marianne Khoubesserian - IDG France

SEVEN YEARS
Jose Luis Diaz - IDG Spain
Juan Manuel Urraca - IDG Spain
Sergio Saenz - IDG Spain
Edith Holmes - GITG
Paul Earl - IDG
Linda LaFlamme - TechMedia

SIX YEARS
Mark Houts - InfoWorld
Marsha Bowers - Macworld
Jeff Oterson - IDG Central Services
Michelle Chase - IDG
Joanne Connelly - GITG

FIVE YEARS
Harvey Diamond - PC World
Jayne Enos - IDG

FOUR YEARS
Yuen Yeh - Macworld
Sandy Wong - PC World
Neil Versen - Publish
Erik Geijer - IDG Sweden
Marco Bertolotti - IDG Italy
Louise Strzelecki - IDC Government
Randee Rubin - GITG

THREE YEARS
Siobhan Nash - InfoWorld
Oliver Lawrence - InfoWorld
Charles Piller - Macworld
Janice Crotty - Infotainment World
Natalia Parron - IDG Spain
Constance Brown - Computerworld

TWO YEARS
Elizabeth Freedman Girioni - IDC
Emily Gaytan - Computerworld
Julien Demoly - IDG France
Tiffany Tu - IDG Taiwan
Peter Horan - IDG
Nancy Ferguson - IDG World Expo
Anne McCrory - Computerworld
Susan Leary - IDG World Expo
Xiaoge Xiong - IDG
Lynn Levasseur - IDG
Craig Stedman - Computerworld

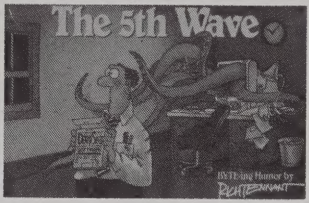
ONE YEAR
Jeff Symoens - InfoWorld
Laura Hunt - IDC
David Ferrante - IDG World Expo
Deborah Halon - CIO
Marcy Dill - CIO
Monica Lougee - TechMedia Publishing
David Hughes - Computerworld
Laurie Morgan - IDG
Christopher McAndrews - IDG

Off line

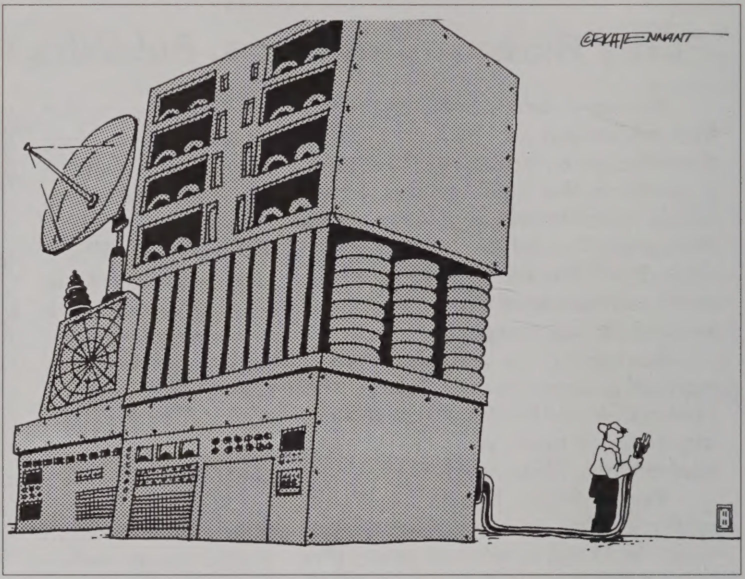
Win Your Own

World Update
RICH TENNANT

or



Off line T-Shirt **5th Wave cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, December 7. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

Computerworld boasts record-breaking Comdex issue
- PAGE 2

On line: John Kilcullen concludes column
- PAGE 3

IDC bikers take to the road
- PAGE 5

IDG *World Update*

VOLUME 23, NUMBER 46 NOVEMBER 15, 1993

Macworld U.K. named fastest growing business-to-business title

Macworld U.K. capped off its best year to date by being named the fastest growing business-to-business title in the U.K. for 1993. The annual survey, published last month in the U.K.'s leading advertising trade weekly, *Campaign*, with data provided by Media Monitoring Service (MMS), ranked the top 100 U.K. business publications in terms of revenue and volume.

Macworld
THE WORLD'S MACINTOSH MAGAZINE
SEPTEMBER 1993 £2.20
Personal Printers
Low-cost lasers and ink-jets compared
Macworld/Agfa IMAGE AWARDS £7,000 of prizes
Reviews
PageMaker 5.0 • Illustrator 5.0
Lotus Notes 3.0 • Mathematica 2.2
PowerDraw 4.0 • Media Suite Pro

Macworld, which faces stiff competition in a market glutted with more than 100 personal computer magazines — first made MMS's list in 1991. In 1992, the publication retained a spot on the list, although it was near the bottom.

According to Publisher **Guy Phillips**, *Macworld*'s meteoric rise to the top in 1993 can be attributed to several factors. "During this last fiscal year, we have had fewer direct competitors," noted Phillips. "Several publications with which we have competed head-to-head, including *Apple Business*, *Mac News* and *Mac Magazine*, have folded. Equally important are the efforts of the *Macworld* staff, who have worked incred-

-SEE PAGE 5

CW unwraps *Client/Server Journal*

Just in time for a Comdex debut, *Computerworld* this week takes the wraps off a new quarterly stand-alone publication, *Computerworld Client/Server Journal*. The magazine-size publication will be mailed free-of-charge to *Computerworld*'s paid U.S. subscriber base of 130,000.

COMPUTERWORLD
CLIENT/SERVER
JOURNAL

"It's important to note that *Computerworld Client/Server Journal* will not compete with *Computerworld*, but rather allow us to extend our coverage of what is emerging as the most significant computing platform in today's enterprise," said Editor **Maryfran Johnson**.

Johnson, who joined *Computerworld* in 1989 and was most recently a senior editor covering Unix workstations and

-SEE PAGE 2

CW Romania offers first local survey

Computerworld Romania made its debut October 11 during TIB '93, the country's premier information technology event, following heavy television, radio and print promotion. It is the second publication produced in the past five months by IDG licensee Communications Publishing Group SRL, which introduced *PC World Romania* earlier this year.

COMPUTERWORLD

CW Romania's print run of 20,000 is broken down into 75% newsstand distribution, 20% paid, and 5% controlled.

The inaugural issue featured the first market survey of the Romanian IT market. The study was so well received the staff plans to continue its research and publish more of this type of information in future issues. Romania has more than 100 computer companies represented in its market; the IBM-compatible PC, with an installed base of approximately 400,000, is the most

-SEE PAGE 5

Client/Server

-FROM PAGE 1

open systems, is currently the publication's sole full-time employee. Assisting her on a part-time basis are *CW* Managing Editor/Special Projects **Catherine McCrorey** and Art Director **Tom Monahan**.

CW

Many readers are already making the transition to this new platform, notes *Client/Server Journal* Editor Maryfran Johnson.

Client/server computing, an architecture in which information processing is shared between a centralized server and a network of desktop client machines, is a technology rapidly moving to center stage at most medium- to large-sized companies today. "All of the vendors these days are defining client/server to suit their own interests," Johnson said. "What we hope to accomplish with *Client/Server Journal* is to provide our readers with a reality-based exploration of the technology and management issues surrounding this new environment — and to do that from the user point of view."

Originally produced in August as a supplement to *Computerworld*, the *Journal* was accorded a regular publishing schedule when it became clear there was an enormous groundswell of interest in the platform among both *CW*'s readership and advertisers.

"We knew we were on to something big when that first issue back in August sold out in one day," noted *CW* Publisher **Gary J. Beach**. "Our customers have a seemingly insatiable appetite for client/server information. I'm very proud of the job Maryfran and her team have done and excited about this publications prospects. My only question at this point is, "When do we turn up the frequency?""

"Our research indicated that some 30% to 40% of our readers are already actively involved in moving to client/server computing," Johnson said.

"While the technology is definitely beyond its infancy — it's safe to say that it's only just entering the toddler stage. There's a great deal of confusion out there, and we're hoping to provide IS executives with a lot of real-world experience from their colleagues to help them sort it out," she added. "We'll focus on a lot of analytical in-depth pieces, hands-on experiences and user reactions to products and trends."

The first issue, which weighs in at 64 pages, featured interviews with archrivals Bill Gates of Microsoft and Scott McNealy of Sun Microsystems, plus articles on client/server costs, the changing role of data centers, a case study of Helene Curtis Industries and various client/server issues.

Calendar

Networking '93
November 23
An IDC Switzerland event
Mövenpick Hotel
Zurich, Switzerland

MACWORLD Expo/Asia
November 30-December 2
Hong Kong Convention &
Exhibition Center
Hong Kong

Virtual Reality Vienna '93
(co-hosted by IDG Austria)
December 1-3
Vienna Hotel Marriott
Vienna, Austria

UNIX Fair '93
December 8-10
Pacifico Yokohama
Tokyo, Japan

MACWORLD Expo/San Francisco
January 5-8
San Francisco, Calif.

ComNet '94
January 24-27
Washington, D.C.

CW Comdex issue a record breaker

Computerworld's November 15 issue generated more gross advertising revenue, over $1,898,000, than any other issue in the publication's 26-year history. The issue, produced in time for Comdex, logged in at 213 pages.

According to CW Publisher **Gary J. Beach**, "This success is due to a team effort reflecting the hard work of our editorial and sales departments. Our sales team has successfully cultivated large, continuing advertising commitments from personal computer hardware, software and networking vendors who are increasingly targeting IS executives and professionals in medium and large companies."

The issue was a culmination of efforts from every corner of the advertising department, including display ads, the Marketplace section and recruitment section, and the Custom Publishing Division, which produced a white paper on transforming data systems to document systems that was sponsored by Xplor International.

The custom publishing group was also involved with a supplement developed by Hewlett-Packard, the "Enterprise Applications Development Industry Report."

Address change

***The Boston-based InfoWorld* Direct editorial staff will be relocating to IDG's Peterborough office as of November 22.**

The group's new address will be:

80 Elm Street
Peterborough, NH 03458

Tel: 603-924-0100
Fax: 603-924-9384

On line

ASK JOHN

IDG Books Worldwide President and CEO ***John Kilcullen*** *concludes his guest column this week.*

Q You've recently opened a new office in Boston. What are your plans for this office?

A Braintree, Mass., right outside of Boston, is the home of Programmers' Press, headed by Publishing Director Chris Williams. Chris was founder of Benchmark Press and served as the company's CEO for five years. His best-selling books include *Undocumented Windows* by Andrew Schulman and *Windows Programming For Mere Mortals*, a 1992 Computer Press Award winner.

We are starting up Programmers' Press in the "Child of IDG" model with the firm belief that decentralized business units led by the best product champion for a particular niche (in this case, programming books) is one of the best ways to diversify our revenue stream long-term, introduce the IDG brand to a new base of customers, and add publishing experience and management depth to our team. Chris already has 12 books under contract, and he has wooed Trudy Neuhaus from *PC Magazine* to be his executive editor.

I predict that Programmers' Press will contribute $10 million in net sales to IDG Books in FY 1995, putting us well on our way to our goal of becoming a $100 million publishing enterprise.

More important, Chris has season tickets to Celtics basketball games and, like Indianapolis, I enjoy basing companies in states where I used to work.

Q With more and more school systems incorporating computers into their curricula, does IDG Books have any plans to enter the academic text or youth market for computer training books?

A Since several members of our team worked at Prentice-Hall, a leading educational publisher, or are former educators, we have an excellent understanding of the academic market.

This year, we will launch two new series. The first is entitled *The Type and Learn* series by best-selling programming author Tom Swan (Programmers' Press). The other is an academic version of our *Dummies* series (e.g., *DOS 101 For Dummies*, *Windows 101 For Dummies*). Both will be tutorial in nature with step-by-step instructions and illustrations throughout.

Currently, many of our *Dummies* and *Macworld* books have been adopted for classroom use or are recommended texts at such institutions as the College of San Mateo, University of Alabama, and Pennsylvania Institute of Technology. Even educators are singing the praises of our *Dummies* series as friendly, informative books that make learning computer topics fun.

Q IDG Books is now three years old. How many people work at the company? Do you expect to continue growing at the current rate?

A IDG Books has 64 employees spread across four states with approximately the same number of employees in San Mateo and Indianapolis.

Over time, I expect that more than 50% of all IDG Books employees will be located in Indianapolis, given the rapid growth of our list. However, I'm very committed to growing our Silicon Valley and Boston-area offices to remain close to the vendors, authors and IDG business units with which we enjoy terrific relationships.

IDG Books is unique in the computer book industry for its willingness to cultivate Pat McGovern's notion of a "global village" by allowing talented employees to work in satellite offices relying primarily on phone, fax and E-mail communications (and a lot of mutual trust).

We have simply the best collection of book professionals and innovators in our industry, and I don't care what they wear or where they work, as long as they produce results and keep our customers happy.

As noted in John Kilcullen's column last week, IDG employees are entitled to a 30% discount on all IDG Books titles. World Update *will publish a list of all titles currently available as well as ordering information in an upcoming issue.*

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk P. Winn or P. Smith.***

Question for (check one):

☐ **Pat McGovern**

☐ **Walter Boyd**

☐ **Kirk Campbell**
IDC

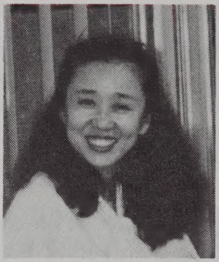
☐ **Bill Murphy**

Chairman's achievers

Mayumi Oyamada
Manager of Production
and Circulation Marketing
Macworld Japan

Mayumi Oyamada has consistently come up with and implemented innovative ideas for marketing *Macworld*'s circulation and she has implemented key money-saving strategies in production.

This September, *Macworld* Japan launched a catalog insertion advertising program, the first of its kind in Japan. Because Mayumi was able to work with the printer and the catalog advertisers to develop an innovative binding technique, *Macworld* Japan was able to bring 56 pages of catalog advertisements into its December issue, giving the publication more than 100 advertising pages for the first time in its history. Because of her efforts and the efforts of Ira Hata, manager of direct advertising, the publication was able to sign three companies to one-year catalog insertion contracts.


Oyamada

Mayumi has been instrumental in creating the Macworld Expo Tokyo booth promotions and managing the entire booth operations. She is continually creating new ideas for subscription promotions that will allow the publication to get higher response rates at lower costs.

On the production side, Mayumi has been very successful in negotiating with suppliers to reduce their costs in printing and circulation fulfillment. This summer, Mayumi saved the company nearly $8,400 per month by inserting an Apple conversion offer into the magazine rather than mailing direct mail pieces. She has also been instrumental in testing new outbound telemarketing programs for renewals and Apple card-in-the-box conversions.

"Overall," noted Macworld Japan President David Ushijima, "I think Mayumi's work represents the best of creative thinking and quick implementation that will allow *Macworld* to be successful in an extremely competitive market."

Fourth-quarter winners named

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive a clock or plaque.

Winner
Hitoshi Ando
SunWorld Japan

Runner-up
Cedric Higgins
SunWorld

Runner-up
Marco Tennyson
Computerworld Italia

Managers interested in nominating employees as Chairman's Achievers may request a form from the Chairman's office at fax: 617-859-8642.

How do you spell g-o-o-d s-p-o-r-t-s?

Last month, three of IDG's more orthographically gifted employees put their reputations on the line and represented the company in Framingham's First Annual Adult Spelling Bee, a fundraiser to benefit the Framingham Education Foundation.

Bill Berghauer, senior application analyst; **Jean-Claude Joseph**, credit analyst; and **Brenda Thompson**, senior human resources representative; survived the competition's early rounds by rattling off the correct spelling of some two dozen words.

"Kakistocracy," however, proved the team's undoing, and they succumbed to the *Middlesex News* team, which went on to compete in the finals. The benefit raised more than $6,500 for the non-profit foundation, which provides grants to local public schools.

World Update

Brenda Thompson, Jean-Claude Joseph and Bill Berghauer recently matched spelling skills with teams representing 22 Framingham-area companies.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 15, 1993

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.*

MAILROOM CLERK (IDC)

Duties will include all aspects of mailroom activity including pick-up, sorting and distribution of U.S. mail and internal correspondence. Individual will also be responsible for preparation of overnight packages, warehouse request runs and general light moving. Candidate will report to the Mailroom Supervisor and must possess a valid driver's license with an excellent driving record. This is a full time position with benefits. Prior mailroom experience is preferred.

REPORTER (NW)

Network World is seeking a senior level reporter to work in the Framingham Headquarters covering a range of networking products, trends and issues. Candidate should have at least 2 years experience reporting on Information Technology and a proven ability to consistently break news.

ACCOUNT MANAGER (NW)

Individual will be responsible for telephone sales and full account management of targeted product advertising accounts. Sales will include print advertisement in ActionCenter, Response Card Decks and Marketplace. Candidate will maintain own data base of clients and be responsible for sales in specific territory from prospecting to closing. Requires an individual with 2-3 years inside sales experience who is highly organized, computer literate and has excellent communication skills. MAC experience and advertising sales experience a plus.

SALES ASSISTANT (NW)

Network World, Rochelle Park, NJ is seeking a sales assistant whose responsibilities will include database management, proposal generation, client contact, filing and other related office duties. This individual will report to the District Manger. A positive attitude, ability to handle multiple tasks plus Macintosh and WordPerfect skills desired. At least 2 years office experience, preferably in a sales environment preferred.

GRAPHIC DESIGN SPECIALIST (COMPUTERWORLD)

Principal responsibilities of ad design and promotional work for classified advertising. Must have a minimum of an Associates degree with one or more years of design experience in a newspaper/magazine environment. Windows environment with archtype CorelDraw experience helpful.

SALES ASSOCIATE WEST COAST (COMPUTERWORLD)

This individual will provide support to the regional Vice President. Candidate should be goal oriented and motivated to work in a fast-paced sales environment. Excellent communication, organizational and time management skills are necessary. Must be PC/MAC literate with spreadsheet capabilities. At least two years administrative experience necessary. Bachelors degree a plus.

PROJECT EDITORS (IDG BOOKS)

IDG/Books is seeking two Project Editors who will serve as primary liaisons to authors in all matters connected with book project. Duties will also include developing a project schedule, reviewing each chapter submission and reviewing the work of the contributing editorial staff. Candidates will conduct management of book project. Book publishing experience a must. Technical background helpful.

TEST CENTER COORDINATOR WEST COAST (PCW)

Individual will be responsible for tracking and troubleshooting all inventory. This will include products on evaluation loans, executing PC hardware tests and reporting results as well as working with editors and other Test Center personnel. Will interact with vendors in coordinating product loans and verifying technical details. Candidate will support the Test Center in a variety of administrative duties.

Job Opportunities

Revised: November 15, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Research Assistant	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG/NG	News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NG	Assistant News Editor	IDG News Group,Boston, MA	R. Garretson	(617)423-9030
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Marketing Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Specialist	Framingham, MA	B. Thompson	(508)935-4531
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Mail Clerk	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Mgr.Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	Office Manager	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Reporter	Framingham, MA	P. Desmond	(508)875-6400
NW	Account Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Associate News Editor	Framingham, MA	J. Dix	(508)820-7421
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Graphic Design Specialist	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Sales Associate	Burlingame, CA.	L. Lehane	(415)347-0555
CWPI	Advertising Sales Assistant	Framingham, MA	G. Lodge	(508)820-8161
CWPI	P/T Production Assistant	Framingham,MA	G. Lodge	(508)820-8161
CWPI	Display Adv. Coordinator	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Correspondent	Burlingame, CA	G. Lodge	(508)820-8161
CWPI	Senior Editor/Management	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (1)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Test Center Coordinator	*PC World,* San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World,* San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Administrative Assistant	*PC World,* Boston, MA	B. Thompson	(508)935-4531
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld,* San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld,* San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld,* San Francisco,CA	L. Giglione	(415)978-3272
IMI	Asst. to the President	Integrated Media, San Francisco, CA	T. Ohara	(415)978-3204
IMI	Features Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Production Assistant	*Sunworld*, San Francisco, CA	K. Scarlett	(415)267-1730
IMI	Copy Editor/Researcher	*Publish!*, San Francisco, CA	M. Naman	(415)978-3296
IMI	Technical Designer	*Publish!*, San Francisco, CA	B. Long	(415)978-3275
IMI	Associate Pub./Prod. Dev.	*Publish!*, San Francisco, CA	D. Garcia	(415)978-3292
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	Northwest Reg. Sales Mgr.	*Sunworld*, San Francisco, CA	H. Versen	(415)267-1734
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IFTW	Assistant Managing Editor	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Asst. Prod. Mgr/Sega Visions	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Coodinator	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sr. Account Executive	*Infotainment World,* San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Newsstand Sales Specialist	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World,* San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Electronic Ent.* San Mateo, CA	C. Yam	(415)349-4300

Plymouth-to-Provincetown or bust

(or how five IDCers battle old age, family commitments and insanity)

The day had been set for over a month, and the weather watch had been ongoing for a week. The training had been off and on all summer. OKs had been received from concerned spouses, and the bikes were tuned and cleaned.

Five stalwart IDCers and two guests were about to put their after-work informal bike riding to a strenuous test: an 85-mile ride from Plymouth Rock — the final resting place of the Mayflower some 370 years ago — to Provincetown's Pilgrim Monument, overlooking the spot where the Pilgrims first landed on Cape Cod.

The autumn day dawned foggy and damp, but the forecast called for sun. The ride was on. The first big hill in Plymouth brought the first big hurt of the day. Following a nerve-wracking Sagamore Bridge/Cape Cod Canal crossing, the second segment of the journey brought the riders through a lovely sequence of quaint villages, secluded roads and bike paths, and inviting terrain. As predicted, the sun began burning off the morning fog and chill.

IDC

IDCs intrepid bikers pose for a post-ride photo. (Back l-r): Mark Leary, director - Technology Investment Strategies; and Mike Peck, guest. (Front l-r): Doug Gold, director - Communications Research; Ted Martellini, guest; Mark Sullivan, director of finance; John Wardley, senior consultant; Mary Conti Loffredo, manager - PC Software Research; and Anne Marie Conti, support team.

A SNIFTER OF GATORADE

The trip's one major rest stop at about the 50-mile mark was a welcome one. On a long bike ride, there is magic to be found in a clean, dry jersey, a snifter of fine orange Gatorade circa 1993, and the chalky taste of a PowerBar. The riders lingered longer than necessary, delaying the inevitable final push across the often windy and always hilly upper-Cape that would make or break the day.

Stiffness had settled in during the break, but once the kinks worked themselves out, the pace quickened — topping out at 23.5 mph over the last 20-mile stretch into Provincetown.

After a hard day in the saddle, the final mile into Provincetown was a welcome sight. And, despite **Mary Conti Loffredo**'s heartless macho-deflating trouncing of **Mark** "Hey-I-want-a-rematch" **Leary** during the final "race" up the super-steep monument hill, a great time was had by all.

Thanks to Mark Leary for contributing this article.

Macworld

-FROM PAGE 1

ibly hard this year and guided the magazine to its best year ever. Revenues are up 66% and our market share has risen from 18% to 30% in FY'93."

Four-year-old *Macworld*, with an audited circulation of 23,932, is currently No. 2 behind *MacUser*. However, it will have its work cut out for it in the coming year as three new Mac-focused books will join the fray in 1994.

CW Romania

-FROM PAGE 1

prevalent hardware.

As biweekly newspaper, *CW Romania* has quickly established itself in a field with little direct competition. Publisher **Miheala Gorodcov** is well-known in the Romanian IT industry, and the company, unlike its rivals, prides itself on meeting its printing schedule, serving its clients and providing value-add opportunities for advertisers, Gorodcov said.

According to Gorodcov, there is a monthly tabloid with good editorial content hampered by infrequent distribution, and another computer magazine, *CHIP*, that is poorly managed and has publication delays.

The company is keeping its eye on a new PC supplement that is being inserted into *Capital*, a weekly newspaper operated by the Swiss Ringier Group. There's a rumor *Capital* is negotiating with Ziff, but the IDG staff is ready to meet any challenge, Gorodcov said.

Noteworthy!

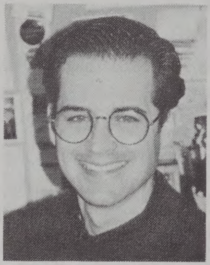
PROMOTIONS

Louise Donahue, previously registration supervisor at IDG World Expo, has been promoted to registration manager. "Since joining IDG one-and-a-half years ago, Louise has instituted many standardization procedures that easily transfer from show to show," said Sandy Cincotta, director of IS and administration. "Her high-quality standards, fastidious attention to detail and exemplary follow-up skills are in evidence daily."

Donahue World Update

TRANSFERS

David Bromley, news editor at the IDG News Service for the past three-and-a-half years, has joined the IDG Newsletter Corp. as managing editor. He will be handling editing and desktop publishing for *The Integrator* and other newsletters as they are developed. David completed the Radcliffe Publishing Procedures Course and earned a degree in theater arts from Beloit College.



Bromley World Update

NEW EMPLOYEES

SunWorld has lured **Victoria Anderson** away from her free-lance copy editing post at the publication and hired her as *SW*'s new products editor. Victoria is a graduate of Mount Holyoke College.

■ ■ ■

Laura Hertzfeld-King has been hired as editorial communications coordinator for Infotainment World's new newsletter, *PlayRight*, which targets the parents of video gamers. She's also serving as a consultant to the publication for child development and related issues. Laura has a BA in economics from Smith College and an MA in counseling psychology from Santa Clara University, where she serves as an assistant teacher. Laura has her own practice in marriage and family therapy and enjoys playing tennis, hiking and writing.

■ ■ ■

Marty Finn has joined *Computerworld*'s New Jersey office as regional manager for recruitment. She was previously a corporate recruiter at Analysts International Corp. Marty has a BA in media studies from Fordham University and is an avid reader, book collector and ballet enthusiast.

■ ■ ■

Alyson Frasco has joined IDC as a full-fledged associate research analyst. She had been an intern in the Printer Services Division since September 1992. Alyson has a BA in physics and computer science from Wellesley College and can be found fishing, camping and reading in her off hours.

■ ■ ■

Mariva Aviram has joined *InfoWorld* as a PC support specialist. She has a BA in environmental studies and English from Oberlin College and studied American Sign Language at Vista Community College. She enjoys singing, writing and art in her free time.

At *InfoWorld*'s Natick, Mass., sales office, **Stacia Burke** has been hired as an account manager. She graduated this spring from Framingham State College with a BS in business administration.

Previously the office/classified ad manager for *Computer Currents*, **Carolyn Johnson** has joined *InfoWorld* as the account manager in the Natick office. She has a degree in management and marketing from the University of Massachusetts/Boston.

In San Francisco, **Mary Boston** has rejoined the company by accepting the position of Bay Area regional manager for *InfoWorld*. She originally joined IDG in 1986 with *Digital NEWS*, where she had both editorial and sales responsibilities.

■ ■ ■

After working as an administrative assistant at Corporate Decisions in Boston, **Jane Basco** has relocated to the West Coast and accepted a similar post in *PC World*'s advertising sales department. She earned a BA in English from the University of Massachusetts and lists photography, hiking and rollerblading among her outside interests.

■ ■ ■

Dana Thorat, fresh from a six-month stint as a Fluegelman Intern at *Network World*, has joined the staff as a part-time assistant features editor. She will oversee the "Help Desk" section, develop product comparison charts for the "Buyer's Guide" team, and edit the newly-revived "In a Nutshell" and "Network Innovators" sections.

Thorat World Update

■ ■ ■

Walda Woods has been hired as IDG World Expo's telesales manager. She'll draw on the experience she gained in a similar role for Paging Network of Massachusetts, where she managed inbound and outbound telesales divisions. In her free time, Walda is in the continuing education program at Merrimack College taking classes in sales and business management.

■ ■ ■

Having held responsibilities that included a "smorgasbord of stuff," such as events planning and computer programming, Sales Assistant **Connie Sanchez** is now working out of *Computerworld*'s Burlingame, Calif., office. She earned a BS in computer science from Chico State University and an MBA from Santa Clara University. She lists running marathons and playing volleyball among her favorite pastimes.

Two Framingham-based employees celebrate 10 years with IDG

Carolyn Novack joined *Computerworld's* display advertising department as an ad traffic coordinator in 1983. Since that time, she has held a number of positions in the department including senior coordinator, display advertising manager and advertising operations director.

In 1992, she was promoted to her current post of publishing services director. In this capacity, she handles operations and marketing for *CW's* Custom Publishing Group, which produces a variety of white papers, supplements and newsletters for *Computerworld* readers.

Outside the office, Carolyn is pursuing an MBA at Babson College. A new homeowner, Carolyn spends the little time she is not at work or in school tackling chores around her house in Natick, Mass.

Mary Doyle, director of marketing communications for *Computerworld,* joined CW Publishing in 1983 as a program coordinator on the *Computerworld* and *InfoWorld* direct mail accounts, in the Direct Marketing department.

In 1984, she moved to the Marketing Department as a coordinator on the international account. Fond memories include a first assignment of putting together the Corporate Brochure. "The hardest part was getting the publications from around the world and making sure they were in good condition for the photo shoot. I had publications spread all around the department with heavy books on top of them so there wouldn't be any creases."

Secretly, Mary confesses, she wished Pat McGovern would stop flying around the world becasue every time she called for final approval there was a new publication to add and of course, no cover. But one would be coming "soon." "This was good training for juggling schedules, something I now do everyday."

In 1985, Mary moved to the *CW* account and has focused all her efforts on raising the profile of *CW* with customers.

"Our department has been together a long time. I think that's because we always enjoy the next challenge," noted Mary. "We have a real solid team of which I am very proud to be a part."

Doyle lives in Wakefield, Mass., and loves to spend her free time at BC football games or sailing in the Virgin Islands.

RITZ-CARLTON

World Update

Carolyn Novack (l) and Mary Doyle recently joined IDG Chairman Pat McGovern for lunch at Boston's Ritz Carlton.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Craig Pierce - PC World
Rita Gregersen - IDG Denmark

NINE YEARS
Susan Collins - Network World

EIGHT YEARS
Lisa Whittemore - Computerworld
Fernando Rodriguez - IDG Spain

SEVEN YEARS
Jake Widman - Publish

SIX YEARS
Karin Lorenz - Computerworld

FIVE YEARS
John Rousseau - Infotainment World
John Grogan - PC World
Lee Levitt - IDC

FOUR YEARS
Donna Cahill - IDG
Tim Johnson - Macworld
Michelle Wheatley - Infotainment World
Fernando Rodriguez Jr.- IDG Spain

THREE YEARS
Donald Seay - Network World
Constance Brown - Computerworld
Paul Smith - InfoWorld
Henry Trull - IDC U.K.

TWO YEARS
Tom Finn - GITG
Laura Gillen - IDG
Nancy Jonathans - PC World
Patrick Gorman - IDC
Irene Ford - IDC U.K.

ONE YEAR
Mary Leiphart - GITG
Elizabeth Dougherty - Macworld
Kathy Skaggs - Infotainment World
Gisle Orlund - IDG Norway

Off line

Congratulations to all our enthusiastic caption contributors. Winner Christine McCarron will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave.* The honorable mention winners below will receive *IDG World Update* frisbees.

HONORABLE MENTIONS:

"I gueff thiff means I hafta format the difkf myflf..."
- Jason Muscat, *SunWorld*

Unaware he's misunderstood the cliché, Barney puts his memory where his mouth is.
- Rick Popko, *PC World*

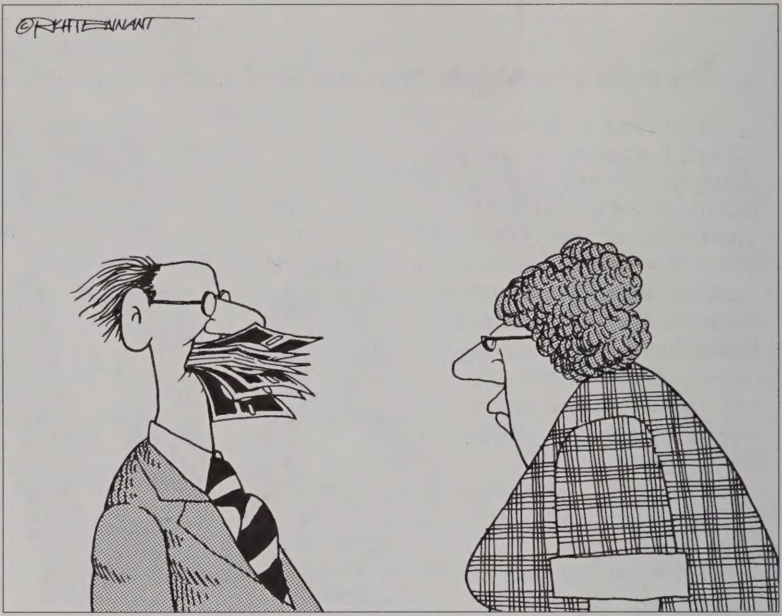
"The tricky part is, where do I put the printer?"
- Simon Salamon, LINK Resources

Henderson makes good on his promise to eat his words.
- Greg Cline, IDC Government

"Harold, why don't you put your money where your disks are!"
- Missy Strzelecki, IDC Government

"Arthur, you always have trouble getting all the data out!"
- Miriam Karlin, IDG

He asked her about "file management" one too many times!
- Debbie Lively, *CIO* (Dallas)



"Walter was finding Helen's new software package a little hard to swallow."
- Christine McCarron, *CIO*

Mrs. Klobberman finally satisfies Mr. Insatius' hunger for more RAM.
- Brian Weiss, Network World (Sunnyvale, Calif.)

"I QUIT!"
- Kelly Sallee, Government Information Technology Group

"*InfoWorld* was right! Microsoft DOS 6.0 does bring new meaning to a "disk compression" utility!
- Sharon Chin, *InfoWorld*

"Owen, you're behaving like a child. Now give your mother those floppy disks or I'll cancel your subscription to *Computerworld*!"
- Donald Young, IDG Headquarters

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

CONTRIBUTING EDITOR
David Bromley

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDG World Update
Tel.: 617-423-9030

FREE FASTENER!

The very first *World Update* cover premium!

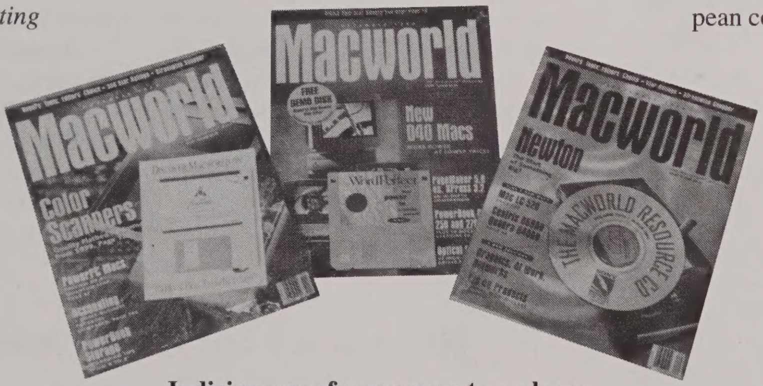
Did it make you pick up this issue faster than usual? Read on to learn why.

IDG World Update

VOLUME 23, NUMBER 47 NOVEMBER 22, 1993

Cover story

The right blend of design, editorial and marketing can render a magazine's front cover into the ultimate weapon in the battle for newsstand buyers



Judicious use of cover mounts can have a significant impact on newsstand sales.

***Colin Crawford**, chief operating officer for* Macworld, *joined the company early this year. Previously, he was managing director for Dennis Publishing Ltd., a London-based publisher of consumer-oriented computer titles including* Computer Shopper, Computer Buyer, MacUser *and* Windows Magazine. *With approximately 50 newsstand titles covering the computer industry, cover promotions have been used extensively in the U.K. to help sell magazines in a very crowded market. A relatively new phenomenon in the U.S., in the U.K., cover mounts have virtually become a prerequisite to achieving high levels of newsstand sales. Below, Crawford shares his thoughts on the critical role the cover — and cover mounts - can play in boosting newsstand sales.*

Selling magazines on the newsstand is a tough business. A recent article in *Folio* (Oct. 15, 1993) observed that in the last decade sell-through has fallen from around 50% to around 40% to 45% for the major publications. Wholesalers now handle more than 3,300 titles compared with 1,700 in the early '80s, but shelf space has not expanded to cope with this influx of titles.

Overcrowding, coupled with distributors cutting back on field workers means that a title is less likely to obtain good display. In addition, an explosive increase in availability through supermarkets, drugstores and discount stores makes it even more difficult to target buyers efficiently. The inevitable result: publishers have suffered a marked decline in sales efficiency.

In the U.S., subscriptions, rather than newsstand sales, have been the preferred source of circulation unlike in many European countries where the reverse is true. Contributing to the general newsstand malaise, U.S. publishers have aggressively pushed inexpensive subscriptions as an alternative to buying off the newsstand. However, the mounting cost of postal distribution (increases of around 20% are expected in 1995) is pushing up subscription costs and forcing publishers to reassess the value of selling at the newsstand.

COVERS SELL MAGAZINES

The newsstand buyer is a skeptic. Buyers decide on an issue-by-issue basis, if your magazine or the competitor's, which is usually placed nearby, is worth buying. Also remember that many people who purchase magazines off the newsstand did not intend to when they entered the store. To sell, your magazine must stop the eye, attract the hand and engage the mind of the buyer — instantly.

On the newsstand, the front cover of a magazine is the ultimate weapon in the battle for buyers. It's the best — and least

-SEE PAGE 2

Cover

-FROM PAGE 1

expensive — marketing tool available to publishers and must be designed to achieve maximum sales impact, while retaining the publication's editorial positioning.

It is common practice for editors to take charge of covers, but marketing is not typically their first consideration. Too often, editors and designers use covers for literary and artistic statements, focusing on winning awards rather than winning readers. Editors and art directors should initiate the basic outline and ambiance, but then they need to work with the single-copy sales and marketing departments to achieve the correct blend of design, editorial and marketing to attract a newsstand audience.

The publisher, who has the ultimate responsibility for marketing the title, should sign off each cover. Aware of the best-selling issues, the publisher should approach each cover with the goal of achieving record-breaking newsstand sales. If it was possible to achieve high sell- through on one particular issue, then it is possible to do so on a regular basis. The trick is to isolate those elements that draw in your target audience.

Consecutive editions of magazines must show consistency – yet be unique. This difficult feat may involve complete changes of color and image type over subsequent issues, while at the same time maintaining a recognizable logo and overall style.

COVER PREMIUMS

In addition to improving the cover imagery, publishers are turning to cover premiums to help attract newsstand buyers. However, if you're tempted to use this technique to boost single-copy sales, exercise extreme caution. Do not even think about using cover premiums unless you're satisfied that you have done everything possible to produce best-selling covers.

Often extremely costly and time-consuming to produce, cover premiums can impact many aspects of a magazine, from the design of its cover to the overall production schedule. Once you start educating newsstand readers to expect regular added-value premiums, it is difficult to stop. But when used cautiously, they can be a useful weapon in the newsstand battle.

Cover premiums offer unique opportunities for both publishers and advertisers. Publishers can increase sell-through by as much as 20%. Advertisers can use cover premium promotions for product launches, special promotions and discount offers.

Although they can take many forms, to be truly effective cover premiums must bear a close relationship to the magazine's editorial and the interests of the reader. They should be unique, current, informative and targeted. It is important that they provide added value to the buyer and be seen as more than just a gimmick to sell magazines.

GREEN SLIME AND FRISBEES

Green Slime and Frisbees have worked well to promote computer games titles but are unlikely to do much for the sales of mainstream computer publications. Here the most effective premiums appear to be cover-mounted disks and "hints and tips" booklets. Less expensive premiums include "facsimile" or simulated disks. These are hard cards in the shape of floppy disks or CDs that, from a distance, look like the real thing. They include a prepaid response mechanism or a toll-free number so the reader can quickly obtain the product offered. Apart from the lower costs involved with this method, magazines and advertisers can capture the readers' names, addresses and other demographic information to generate qualified prospect lists.

I've worked with a number of companies in the U.K. that experienced tremendous success with cover premium programs. These include Intel, which sponsored an explanatory booklet on the i486 microprocessor; IBM, with a demonstration disk of OS/2 2.0; Lotus, with Lotus SmartSuite; and Microsoft, with Excel 4.0. Peripheral companies such as Canon used the medium to effectively demonstrate hardware features. In the U.S., *Macworld* has established successful programs with America Online and WordPerfect, with several other vendors showing a high level of interest. *Macworld* plans a disk-based cover premium once a quarter during FY '94.

Regular use of demonstration disks can cause reader fatigue. As an alternative, identify software companies that are about to upgrade an application. Such companies are often willing to provide full working versions of their programs for your cover promotion, knowing that a

Guidelines for cover treatments:

- **Image always attracts first. Make it bright and eye catching.**
- **Use just a few bright, contrasting and complementary colors.**
- **Readers should be able to instantly spot the cover line that links to the cover graphic.**
- **Give a clear indication of contents. Don't be afraid to be obvious.**
- **Don't feature a product on the cover if it doesn't appear inside.**
- **Use eye-catching cover lines but don't crowd the cover with too many of them.**
- **Don't use an idea unless it's going to sell copies. If you cannot resist a clever cover line, a back-up, descriptive one is essential.**
- **Cover lines must evoke a need to read.**
- **Try the "foot" test: Drop the magazine on the floor. If you cannot read the major headlines easily, they're not big enough!**
- **Products, products and products sell computer magazines. Always feature "new products," "top products" and "best products of the year"-type headlines wherever possible.**
- **Cover design must take into account that a number of outlets do not give full face display; often only 1/3 of the cover is visible.**

- Colin Crawford

significant number of readers will upgrade to the new version.

The types of cover premium are numerous, but before you get too carried away with the thought of cost-efficient increases in rate base — all paid for by advertisers — remember that in the long term, it is quality editorial that attracts and retains readers, not clever promotions. Never allow these promotions to distract you from the core product. However, if used cautiously, supplementing the benefits your magazine brings to readers, cover premiums can be highly effective.

You be the judge

Covers should be subjected to close review to isolate strengths and weaknesses. Over the years,with help from colleagues, I've devised a template that can be a useful tool to assess each month's cover. By measuring the importance that you place on particular elements and the performance of the cover execution it becomes easy to track the effectiveness of your covers over time. Try it out on your own magazine, as well as your competition, and compare cover effectiveness with final sell-through efficiency. A copy of this Excel 4.0 spreadsheet template is available on request, by contacting me through E-mail.

— Colin Crawford

Macworld

ISSUE Jan 94

(X)
1. Marginally Useful
2. Of Some Consequence
3. Quite Significant
4. High Priority
5. Profoundly Important

(Denote by *)

(Y)
1. 0-20%
2. 20-40%
3. 40-60%
4. 60-80%
5. 80-100%

(Denote by *)

COVER EFFECTIVENESS FACTORS	RATING 1	2	3	4	5	TOT "X"	PERFORMANCE 1	2	3	4	5	TOT "Y"	"X" x "Y"
CHOICE OF COVER CONTENT													
Is the subject matter relevant to core readers?			*			3		*				2	6
Is the subject matter relevant to marginal readers?				*		4			*			3	12
Was it the best choice for selling the cover?				*		4				*		4	16
Does that central message have a 'must buy' interest?				*		4			*			3	12
Has it been properly represented inside?					*	5				*		4	20
Do the other coverlines help provide broad interest?				*		4			*			3	12
Is the graphic relevant?					*	5				*		4	20
Is the graphic easily understood?				*		4				*		4	16
Does the graphic successfully add to the message?				*		4				*		4	16
Is the graphic eye-catching?				*		4				*		4	16
COVERLINE EXECUTION													
Does the major coverline clearly state its case?				*		4				*		4	16
Is the major coverline design eye-catching?				*		4				*		4	16
Are the other coverlines well chosen and presented?				*		4			*			3	12
Is there the optimum number of coverlines?			*			3			*			3	9
Do the sublines properly support their headlines?			*			3			*			3	9
Do the coverlines pass the "foot" test?			*			3				*		4	12
USE OF COLOUR													
Is there the optimum number of colours?			*			3			*			3	9
Do these colours add to the power of the cover?				*		4				*		4	16
Does the logo stand out clearly?				*		4				*		4	16
COVER MOUNTS													
Does the design sell effectively?				*		4				*		4	16
Has it been designed as an integral part of the cover?		*				2		*				2	4
Is the content likely to increase sales of the edition?				*		4				*		4	16

AV. COVER SCORE FOR THIS ISSUE 14

Terms of the trade

DEMO DISK. A disk provided by the advertiser that contains a mini version of a software program.

DUMPS. Cardboard floor merchandizers.

FREEWARE. Copyrighted software that is distributed free with permission of the copyright owner.

FRONT-END DISPLAYS. Displays at the checkout counter.

MAINLINE. The primary magazine display area in a store; not the display at the checkout counter.

PREMATURES. Returns that never got displayed for the proper length of time.

RACK CARDS OR SHELF TALKERS. Different names for displaying the logo of a title by hooking the logo over the lip of the mainline rack.

RATE BASE. The circulation that forms the base from which you create your rates. What you promise your advertisers in terms of how many people read the publication.

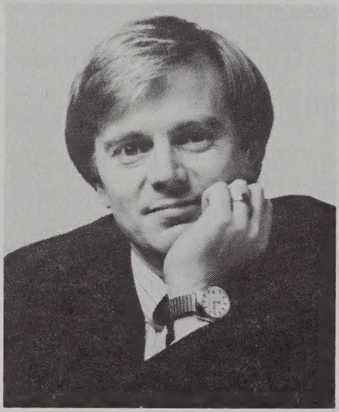
RETURNS. Unsold copies. Often these are not returned but shredded by the vendor.

SELL-THROUGH. Refers to the efficiency of the sales, i.e., the percentage of sales. Often used incorrectly to mean newsstand sales. One would say "It got a 75% sell-through" if a newsstand had 100 copies and sold 75.

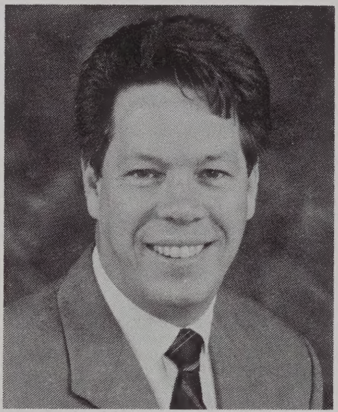
SHAREWARE. Copyrighted software that can be distributed free to anyone but requests or requires a payment from satisfied users directly to the author.

Putting a premium on sales

Macworld *COO Colin Crawford and Director of Single Copy Sales George Clark, who has been with* Macworld *since its launch, have a combined total of almost 20 years' worth of experience in creating promotions to help bolster newsstand sales. Below they share some of their thoughts on this topic.*



Colin Crawford Macworld



George Clark Macworld

World Update: What exactly is a cover premium or cover mount?

George Clark: A cover mounted premium is simply a separate, stand-alone inducement attached to the front of a magazine's cover. Most are polybagged with the magazine, some shrink-wrapped, and others just glued or taped to the cover. The cover premium can come in many forms, and each magazine category has its own genre of premiums. Teen magazines use fashion guides and posters of teen celebrities, auto magazines use tech tips, framable prints, or cutaway-view hologram. Computer magazines have successfully used editorial premiums such as tips booklets, floppy disks and CDs. *Elle* magazine's September '91 issue was a virtual sellout when Esteé Lauder convinced the publisher to place a free two-minute video advertising its new perfume *Spellbound*.

WU: What are some examples of newsstand promotions you've done and how have they worked for you?

GC: Over the years *Macworld* has completed scores of promotions ranging from special incentive packages for wholesalers and national distributors to colorful posters placed in front of airport news and gift shops. We've created special checkout displays for computer stores and sent T-shirts and caps to distributor representatives. We generate added sales with all of those, but by far, the most productive and most universal promotions in terms of increasing sales involve producing cover premiums. While growing in popularity, cover premiums are a relative newcomer to single-copy sales in the U.S., although they have been used for subscription offers for many years.

WU: What kind of sales lift do you see from cover premiums?

GC: We've created only two cover premium tests for which we have final results. The premium offered was an America Online disk offering 10 free hours of on-line time. Our first test in November '92 increased unit sales by 22%. In May, a similar promotion increased copy sales by 16%. More recently, we have initiated cover premiums for our November and December '93 issues and a third is scheduled for our 10th anniversary issue in February '94.

WU: Are cover premiums cost effective for publishers?

CC: It really depends on who is paying. The most cost-effective way to use cover premiums is to persuade advertisers to pay for all the costs associated with providing and mounting the cover premium. Unfortunately, there are few advertisers who can afford to carry out promotions of this magnitude. Key targets for disk premiums include the major software companies, on-line services, and distribution/mail order companies. Hardware companies are a harder sell but can still use this medium effectively to promote products.

WU: Is Ziff-Davis losing money on its editorial-only cover premiums?

GC: Yes, without sponsorship, cover premiums are extremely expensive for publishers. Editorial-only premiums without sponsorship such as those used by Ziff-Davis are expensive to produce and will very rarely make back their investment in additional single-copy revenue alone. A typical Ziff premium consists of a 16- or 40-page booklet that may cost 15 to 20 cents each to produce and print. Once the mounting charges and printed polybag charges are added to the cost of the booklet, the investment is substantial, easily adding $50,000 to newsstand production.

If we were to increase sales by 12% on all *Macworld* newsstand copies sold, the total additional sale would be approximately 10,000 copies. The additional profit generated would be less than $20,000, so we would still be $30,000 short of breaking even on our cover mount for that issue. Even at a 25% gain, we wouldn't break even. *Golden*, our French edition of *Macworld* dropped its cover premiums due to the high cost. In the U.K., where cover premiums are the norm, many magazines will increase their cover price to help offset the added expense of the cover mount. So far, we have not made the decision to go that route although in certain circumstances we may consider it.

WU: Do you see CDs becoming important as a cover premium?
Colin Crawford: Absolutely. In the U.K., many music magazines distribute CDs as cover premiums. In the U.S., IDG's *Multimedia World* is aiming to have a CD-ROM diskoffer as a cover premium every month. The penetration of CD-ROMs is increasing dramatically with companies such as Apple spending millions jump-starting the multimedia market and building critical mass by reducing margins on CD-ROM drives. CDs will become the medium of choice for the distribution of software, technical manuals and information content, for at least the next few years.

As more companies consider the distribution of software through encryption-coded CDs, magazines become an ideal vehicle to get the disks into the hands of buyers. The capacity available on CDs offers an opportunity for companies to share the production and distribution costs so the medium becomes cost-efficient. Quad-density CDs offering capacity of over two gigabytes are on the horizon. Postal regulations will vary in each country, so check carefully to see if subscribers' copies can be cover mounted. In the U.S., the current regulations would increase unit costs by 18 to 22 cents per copy, but hopefully this will change in the near future.

> *"I've had the unnerving experience of being informed by a distributor that a cover disk was infected and that 150,000 magazines would be taken immediately off the rack."*

WU: With so much money at stake and no track record how do you convince the vendor to participate in a premium offer?
GC: It's not an easy sell. An astute advertiser will quickly see the unique advantages to this type of promotion that cannot be obtained elsewhere. The broad visibility of the premium item (and often the company logo) on the magazine cover in as many as 20,000 retail locations creates great share of mind. Secondly, the cover mount provides the unequaled power of immediate contact with the potential audience by placing a sample of the product directly into the user's hands. Finally, we can point to the very high early response of our tests. For one software company we put together a return-on-investment comparison between a *Macworld* cover mount and a typical direct mail package suggesting the direct mail net response would have to equal 5% (practically unheard of) to match the cover mount results.

WU: How do you develop the arrangement with a vendor when using demo software as a premium?
GC: First, target key prospects. A software premium is an expensive proposition so the first consideration must be financial. Develop a list of your larger clients that can most easily afford it or prospective advertisers that have a substantial budget to launch a new program or a significant upgrade product. Small companies will typically shy away. It is essential for *Macworld* to ensure that the company offering the premium pays for virtually all costs associated with the promotion.

Total costs include the cost of the disk biscuit, duplication, labeling, packaging and mounting. The breakdown for a disk premium is roughly: high-density disks including duplication — $0.55 to $0.75 each; labeling and packaging — $0.12 to $0.15 each; and a cover mounting charge of approximately $0.20 per issue brings the total cost per disk to more than $1.00. Ironically, CDs are becoming less expensive than high-density floppy disks.

WU: Who should sell the concept to advertisers?
CC: It is essential to have a dedicated cover premium champion. Selling the idea of cover premiums to advertisers takes time and persistence. Identifying an individual to be responsible for all key aspects of the program is important. Sales and marketing tools such as a simple four-color brochure clearly identifying the benefits of cover premiums provide useful backup support. Make the sale direct to the client as agencies are less interested due to the lack of commission opportunities.

WU: If you are unable to obtain advertiser support how can you cover costs?
CC: When the premium is perceived as useful and of high quality it may be possible to raise the cover price. The price of some magazines outside the U.S. includes the cost of a regular cover disk. Prices of up to $6 are not uncommon in the U.K. In some cases the disk contains specialized programs written and contributed by readers. The disk becomes an integral part of the magazine's editorial ensuring an involved and committed readership.

WU: What production considerations are there?
CC: A number, and it is vital that you fully involve your production department. In certain countries, such as the U.K., the disk-based cover premium is the norm rather than the exception. With up to four million disks produced every month for cover premiums, the printer and fulfillment companies have established systems to cope with tight deadlines. In the U.S., cover premiums are still very much a novelty, and it is important to work closely with your printers to ensure their facilities can cope with cover mounting without delaying on-sale dates or forcing you to have longer printing schedules. The norm is to shrinkwrap or polybag the cover premium onto the magazine but also consider sticking the disk on with glue or clear tape. The time needed to duplicate disks can be substantial. When the client supplies materials directly to the printer, production deadlines must be clear, or you could be let down at the last minute.

-SEE PAGE 11

CD-ROM helps *Macworld Benelux* boost sales 85%

IDG becomes region's first IT publisher to use a CD in newsstand battle

If all of IDG's publishing units could replicate the success of IDG Netherlands' use of a cover premium on last year's combined July/August issue of *MacWorld Magazine Benelux*, we might all be contemplating ways to enjoy our early retirement.

The publication, which normally enjoys a combined newsstand and subscriber circulation of 12,500, featured a CD-ROM on its cover that boosted newsstand sales 85% over those for the same issue in the previous year. The CD contained demo software from six vendors, who paid a large percentage of the costs associated with producing the disk. In addition, IDG Netherlands added some illustrations from one of its free-lance artists, an animation produced from cartoons by one of the country's most famous cartoonists, and several shareware programs.

Adding to the good news during that same period, *Computer! Totaal*, with a circulation of 110,000, featured a computer dictionary as a cover premium that boosted its newsstand sales by roughly 25%.

A FIRST FOR THE BENELUX

"No other computer publication in the Benelux region has tried putting a CD-ROM on its cover," said Paul Molenaar, editorial director for IDG Netherlands. "Although there are only a small number of CD-ROM drives attached to the Mac in the Netherlands, we expected people to be attracted to the silver platter anyway, buying the magazine to keep our CD-ROM for the time they do install a drive. Fortunately, the CD had just the effect we anticipated."

In the Netherlands, the use of cover premiums is commonplace and all of IDG's publications — *Macworld, Computer! Totaal, Lotus Magazine, Lan Magazine* and newcomer *Perfect Magazine* (targeted at users of WordPerfect software) — feature some type of premium on a regular basis. "The rate of increase of newsstand sales naturally differs from premium to premium," said Molenaar, "but it's safe to say that every premium or other item added to the cover boosts sales. This would include booklets and disks, but, strangely enough, also relatively inexpensive items like coupons."

COMPUTER!
TOTAAL
Oplossing van DOS?
8
LASERPRINTERS GETEST
VANAF ƒ1400
PRETTIGE PRIJSJES

Computer! Totaal, which faces stiff competition on the newsstand, features a cover premium on approximately half of its 11 issues each year.

Coupons, such as the ones that appear attached to the cover of the December issue of *Computer! Totaal*, allow readers to order a CD-ROM for about $8.00. The "C!T ROM" contains catalogues from disk suppliers, several vendors' demo software, a few screensavers and Video for Windows movies.

The disk was created by IDG Netherlands, which estimates its production costs at about $1.50 per unit. The company has cut the high cost of packaging in half by shipping the CDs in a high-quality folding CD box that has room for two ads — both of which were sold.

> ***The company has cut the high cost of packaging in half by shipping the CDs in a high-quality folding CD box that has room for two ads — both of which were sold.***

The company also regularly uses demo software from various vendors as cover premiums. Typically, the vendor will pay for all the costs associated with duplicating and mounting the disks in exchange for some form of editorial coverage within the publication. Generally this will include a brief explanation of the disk's contents and instructions for using it.

"This is primarily a defensive move to help reduce the number of calls we get from readers who have questions about the software," noted Molenaar.

Each issue of *Perfect Magazine* will contain a disk with all the WordPerfect macros mentioned in the publication. These will generally take up only a small fraction of the disk, said Molenaar, so there is plenty of room left for third-party vendors to purchase space on the disk.

A number of third-party font makers have expressed interest in purchasing space on the disk as well as several of WordPerfect's competitors. "We have agreed to include a demo of CorelDraw on the disk," noted Molenaar, "and we are still considering Microsoft's request to purchase space for a Windows 6.0 demo."

BALANCED BY EDITORIAL

While premiums play an important role in IDG Netherlands' efforts to boost newsstand sales, they are by no means a requisite for every issue. "It's not like the U.K.," said Molenaar, "where it seems like every magazine contains a disk.

"Obviously, we consider the editorial content of a given magazine. If we have a strong article on the front like "163 Ways to Speed Up..." or "51 Tips for WordPerfect 5.1" or an absolute scoop, it's a waste to include a premium.

"We also have to consider that a premium generally requires that magazine to be sealed, and this interferes with peoples' ability to browse through the magazine. Fortunately, most shopkeepers open up a sample."

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 22, 1993

INFORMATION SERVICES APPLICATIONS SUPPORT ANALYST (IDG)

Candidate will support employees at IDG and business units in the US on financial computer systems such as General Ledger, Accounts Receivable, Accounts Payable, and Billing. Will also support the use of PC and MAC based software such as MS Word, MS Excel, E-mail and various databases. Job involves extensive work with accounting and other employees through phone support, training, development of systems, maintenance of systems and report writing. Accounting degree, plus 2-4 years experience in financial systems required. Experience with or exposure to one or more 4GL languages, strong communication and problem solving skills also required.

ACCOUNT EXECUTIVE (IDG INT'L PUBLISHING SERVICES)

Individual will be responsible for daily distribution of press releases to the IDG PR Service as well as maintaining customer database and generating monthly invoices. Will assist Sales Manager in telemarketing sales generation and follow-up. Excellent organizational and time management skills are necessary. PC experience a must.

BUDGET ANALYST (WEC)

The Budget Analyst will be the direct liaison between the Corporate Accounting Department and the Show Managers. Individual will be responsible for monthly maintenance and reconciliation of all domestic show budgets, monthly variance analysis, cost control and monthly performance reports. This new position will require the development of systems and processes. Candidate must have 3-5 years budgeting experience combined with proficiency in spreadsheet modeling and word processing. Excellent analytical and organizational skills required. Trade show industry experience preferred.

RESEARCH ANALYST, CONSUMER CHANNELS RESEARCH (IDC)

IDC is seeking a senior research analyst to help launch a new service focused on consumer channels in January of 1994. The analyst will be responsible for all inquiry and written research for the client base, along with helping to market the program to existing and new clients. Position requires a background and expertise in retail and packaged goods industries, a firm understanding of branding, consumer segmentation, behavior and superior communication skills. Experience with Lotus 123, dBase or similar packages preferred.

SENIOR ANALYST, SERVICES (IDC)

Candidate will conduct primary and secondary research in services industry. Candidate will have full P&L responsibility and write customer-ready reports, bulletin and fax flashes. Requires a four year degree, exceptional writing skills and 2 years of service marketing experience.

CONSULTING DIRECTOR, SYSTEMS WEST COAST (IDC)

Position will provide consulting and custom research for the Systems, Software Storage and Leasing Planning Groups. Candidate will sell projects to customers, write and develop proposals, manage project execution and analyze, write and present results. Requires prior consulting/project management experience and computer industry experience.

ADMINISTRATIVE ASSISTANT PART-TIME (IDC)

Part time position with flexible hours (20-25 hours per week) will assist busy Publications Department staff. Individual must be Macintosh proficient, using MS Word and Excel. Responsibilities include record-keeping, basic production coordination, correspondence and filing. Ability to work independently and conscientiously is essential.

STAFF WRITER (NW)

Candidate will report on the use of network technology by U.S. Corporations. Individual should have at least one year reporting experience, preferably in a daily or weekly news environment, and a proven ability to get breaking news. Experience reporting on the Information Technology Industry is a plus.

SENIOR EDITOR, CLIENT/SERVER APPLICATIONS (NW)

Ideal candidate should have 3 or more years experience reporting on technology and the use of information systems by major corporations. Knowledge of key software technologies, including databases, E-mail and groupware is a plus.

SALES ASSISTANT (NW)

This position is responsible for providing sales & research support, share-of-market tracking, maintaining the database, generating correspondence, filing, travel expenses and expense tracking. Will also provide backup switchboard coverage. Requires good phone presence, excellent organizational, communication and Macintosh skills. Ability to work independently and under deadline pressure a must. Microsoft Word, Excel, QuarkXPress and FileMaker skills a plus.

SALES ASSISTANT (CWPI)

Individual shall have excellent telephone manners, PC proficiency, strong organizational, interpersonal and prioritazation skills are necessary..Working knowledge of WordPerfect and Harvard Graphics preferred. Candidate will be a member of the support team assisting three district managers and a regional VP in all phases of the advertising sales process.

SYSTEMS ANALYST (CWPI)

Individual will be responsible for the research and development of systems implementation plans for the IS department as well as working as part of an implementation/support team. Technical knowledge of Macintosh and PC platforms plus experience in C programming required. Experience with UNIX preferred. Ideal candidate should also have experience in the publishing field

CIRCULATION SUBSCRIPTION DIRECTOR (PCW)

Candidate will supervise subscription circulation staff in all marketing and circulation business activities necessary to meet budget and create base goals. Will orchestrate new business and retention marketing programs in order to maximize circulation growth at approved budget levels. Ideal candidate will supervise preparation of all necessary circulation reports, provide executive summaries, and analysis on a regular basis to the VP of Circulation and the PCW World Management Team.

Job Opportunities

Revised: November 22, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Research Assistant	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG/IPS	Account Executive	IDG Int'l Pub. Svcs.,Boston, MA	M. Cornetta	(508)935-4734
IDG/IPS	News Editor	IDG Int'l Pub. Svcs.,Boston, MA	R. Garretson	(617)423-9030
IDG/IPS	Assistant News Editor	IDG Int'l Pub. Svcs.,Boston, MA	R. Garretson	(617)423-9030
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Marketing Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Budget Analyst	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*DesktopVideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	P/T Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mail Clerk	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Admin. Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	J. Gallant	(508)875-6400
NW	Staff Writer	Framingham, MA	J. Gallant	(508)875-6400
NW	Reporter	Framingham, MA	P. Desmond	(508)875-6400
NW	Account Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Systems Analyst	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Sales Assistant	Framingham, MA	A. Longley	(508)879-0700
CWPI	Graphic Design Specialist	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Sales Associate	Burlingame, CA.	L. Lehane	(415)347-0555
CWPI	Advertising Sales Assistant	Framingham, MA	G. Lodge	(508)820-8161
CWPI	P/T Production Assistant	Framingham,MA	G. Lodge	(508)820-8161
CWPI	Display Adv. Coordinator	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Correspondent	Burlingame, CA	G. Lodge	(508)820-8161
CWPI	Senior Editor/Management	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
EMS	Editorial Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (1)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Test Center Coordinator	*PC World*, San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Features Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Production Assistant	*Sunworld*, San Francisco, CA	K. Scarlett	(415)267-1730
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IFTW	Assistant Managing Editor	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Asst. Prod. Mgr/Sega Visions	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Coodinator	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sr. Account Executive	*Infotainment World*, San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Art Director	*Electronic Ent.* San Mateo, CA	C. Yam	(415)349-4300

GamePro plots cover strategy at monthly meetings

Heavy reliance on newsstand sales elevates importance of cover

At *GamePro* magazine, where newsstand sales outpace subscriber sales almost two to one, it's hard to overestimate the importance of a great cover. "We're dealing with a target audience of 15-year-old boys, and we've got only a few moments to capture their attention," noted *GamePro* Circulation Director **Holly Klingel**. "Covers can really make or break us."

Underscoring the importance placed on this component of the publication, monthly cover committee meetings are held and attended by the publication's editor, publisher, art director and circulation director.

"By now we know generally what works with our audience and what doesn't," noted Klingel. "The best covers showcase a readily recognizable character from the latest game and feature a lot of action — a lot of fighting, punching and kicking. Graphics work much better than photographs; humans don't work at all."

SALES UP 20%

The publication recently scored a major coup, tying its September cover featuring a graphic from the hot, new "Mortal Kombat" game to the vendor's self-proclaimed "Mortal Monday" — the game's scheduled release date. "Our September sales were up 20% over an average month," Klingel said.

As far as *GamePro*'s readership is concerned, bigger is better, and, so far at least, money seems not to be an object. Facing stiff competition and lagging sales, *GamePro* last September made the decision to raise its cover price from $3.95 to $4.95 and reinvest the money into making the publication larger. Almost overnight, the magazine went from an average of 116 pages to an average of 180 pages, and sales have gone up dramatically, said Klingel. "It seems we can't make the magazine big enough," she said, noting that the December issue will weigh in at 276 pages.

GAMEPRO
MORTAL K
FREE Huge JUNGLE STRIKE Strategy Map!!
38 ProReviews
SF II Champion Edition
SNEAK PREVIEWS:

Tied to the release date for the Mortal Kombat video game, the September issue of *GamePro* offered readers a so-called "strategy map."

In order to help justify the higher price, the staff began to explore ways to bolster the magazine's perceived value among its readership. They settled on a variety of cover premiums (often inserted within the magazine but always advertised on the front). Beginning with the September 1992 issue, each edition of *GamePro* now includes a separate *Strategy Guide*, a pullout booklet containing tips on how to master the hottest new video games.

GAMEPRO
ProStrategy Guide
Street Fighter II
The New Challengers

***GamePro*'s *Strategy Guides* have become so popular among readers that they are now are regular monthly feature.**

Not unlike readers of mainstream computer publications, *GamePro*'s readers are highly susceptible to the word "tips." "We've found anything that helps them play the games better and faster is a sure hit," Klingel said. "These *Strategy Guides* are really, really popular. And we know we're on the right track when our competition starts copying us," she added

In addition to the *Strategy Guides*, *GamePro* also uses posters and trading cards to woo would-be readers. Costs associated with producing these items are sometimes underwritten by the vendor and other times paid for by *GamePro*. Always popular with teenagers, using these items poses a dilemma for the staff, which, in order to meet second-class postal regulations, cannot advertise the inclusion of posters or trading cards in the publication.

"Our solution," explained Klingel, "is to call the posters 'strategy maps' and the trading cards, 'tip sheets'. We also show a small picture of one of the trading cards on the cover to give the kids the idea and include a sticker that says 'Get this inside'."

GamePro has experimented with a variety of means of attaching its premiums including polybags, bind-ins and tear strips. "We've found that polybags work well with a really strong cover and a really strong premium," Klingel said. "Otherwise, it's important for the kids to be able to leaf through the publication at the newsstand."

At *GamePro*, "all premiums have increased sales," Klingel said. "We judge a particular premium to be successful if the increased sales meet or exceed our costs for including it."

> ***"Covers can really make or break us."***
>
> **- Holly Klingel**

All issues of *GamePro*, whether bound for the newsstand or a subscriber's mailbox, contain the same premiums, noted Klingel. "So far our incremental costs have been low enough to allow us to include premiums with all issues.

"We justify sending premiums to our subscribers as being an investment in getting them to renew when the time comes," she said.

Premiums yield mixed results in French market

Most of the PC magazines in France include free disks with freeware, shareware or demo software. However, one of IDG France's competitors never uses premiums, and it is No. 1 in newsstand sales.

One problem with using cover premiums in France is that magazines have to pick up all the costs. "Advertisers don't want to pay any part of the operation," said **Jacques Tillier**, publisher of *InfoPC* and *Golden*. "We believe the cost is too high for the results." Another problem is that the staff thinks premiums tend to attract less sophisticated readers.

Tillier IDG France

Tillier also pointed out that when premiums are used, advertising promotion also generally increases. For example, the publication may launch a radio campaign or print posters to stir up interest.

Still, IDG France has tried using cover premiums, with mixed results, for *Golden*, its Macintosh publication, and *InfoPC*. Freeware and shareware disks have been included occasionally with *InfoPC*; sometimes increasing single-copy sales as much as 20%, other times not increasing sales at all.

Each issue of *Golden* used to include a free disk with freeware and shareware. Recently, the staff did not include the disk in two issues, and sold 8,000 fewer single copy issues each time. Now the staff has lowered the newsstand price from 35 francs to 25 francs, making *Golden* the least expensive Mac magazine in the market, and results from that experiment should be known soon.

Cover premiums help boost *PCW España*, distribution, ad revenues

IDG Spain

IDG Spain's hard-working circulation/subscription team includes (seated l-r) Basilio Rodriguez, Luis Martin, Fernando Garcia. (Standing l-r) Jose Gonzalez, Jose Maria Mulas, Fernando Rodriguez and Jose Villacorta.

Cover premiums are a way of life at IDG Spain where every issue of *PC World España* is accompanied by a cover mount of some sort. This strategy, which does generate a healthy increase in the newsstand sell-through rate, is also necessary to keep *PC World* in step with its major competitors — all of whom employ cover premiums, noted IDG General Manager **Francisco Zabala.**

Since it began using cover premiums on a regular basis almost two years ago, *PC World España* has achieved an average increase in newsstand sell-through rates of 16%, jumping from 55% to 71% in 1993. Its most popular cover premium to date was a software program designed to help readers calculate their annual personal income tax return. The disk was custom-made for *PC World* and resulted in a 10% increase in sell-through.

IDG Spain generally receives the disks it uses as cover premiums at no charge from the vendors, but pays for all the duplication costs and other associated charges. The vendor's name, logo, address and telephone number always appear on the disk's label. According to Zabala, the use of disks as cover premiums adds an average of 22% to the monthly cost of producing the magazine, but is more than offset by a 30% boost in sales.

Cover premiums have also helped expand the magazine's distribution, noted Zabala. Two years ago, 80% of its circulation was concentrated in two of the largest cities: Madrid and Barcelona. "Today, these regions account for only 46% of our circulation, and we definately feel that our use of premiums has helped attract attention for *PC World* in areas where the magazine had been unknown."

In addition to extra revenue generated by higher sell-through on the newsstand, IDG Spain has reaped significant increases in ad revenues — up 24% from 1991 — from vendors willing to pay higher prices than those charged by the publication's competitors. "They know *PC World* is read by more people, and they're willing to pay to reach that audience," said Zabala.

Zabala sees no end in sight to the use of this type of premium. "Every day, more and more publishing houses are using cover mounts to increase their sales," he said. "Cover premiums continue to represent an important component in our battle to maintain our No. 1 position in the market."

IDG Sweden offers country's first disk premium

Premier issue of Windows World *flies off newsstand*

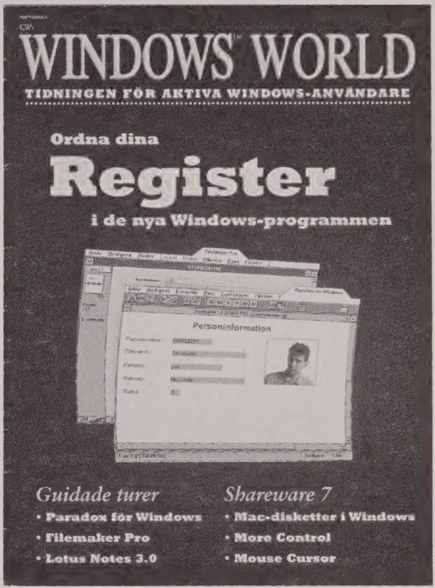
IDG Sweden's newest publication, *Windows World*, will go into the record books as the first IT publication in Scandinavia to include a disk as a cover premium. Weighing in at close to 200 pages, the premier issue in August was also the largest computer magazine ever produced in Sweden.

A key newsstand distributor's policy change gave IDG the incentive to introduce the disk. Before September 1, the distributor charged publishers six Swedish crowns (U.S.$0.75) for return copies. After extensive discussions, IDG and other publishers convinced the distributor to lower the return price to one Swedish crown (U.S.$0.12), arguing that they could plow the savings into promotions that would help sell more publications. Since the distribution company gets a percentage of sales, and stands to make more money from increased sales, it finally agreed to drop the price.

Windows World didn't disappoint anyone. More than 15,000 copies of the premier issue flew off the newsstand, rivalling sales of IDG Sweden's direct buying bestseller, *MaxiData*, which usually sells 16,000 single copies. *Window World*'s disk included two games, scheduling software, an extended clipboard and a Windows extension. IDG Sweden shared some of the disk's costs with the sponsor.

According to **Christer Petterson**, newsstand sales manager for all IDG Sweden publications, a very small percentage of newsstands reported some problems with patrons trying to take the disk out the plastic cover without buying the publication. Those newsstands ended up removing the disk themselves, positioning *Windows World* toward the check-out counter, and handing readers the disk once they purchased the magazine. The teaser on the publication's cover informed browsers that the disk came with the publication.

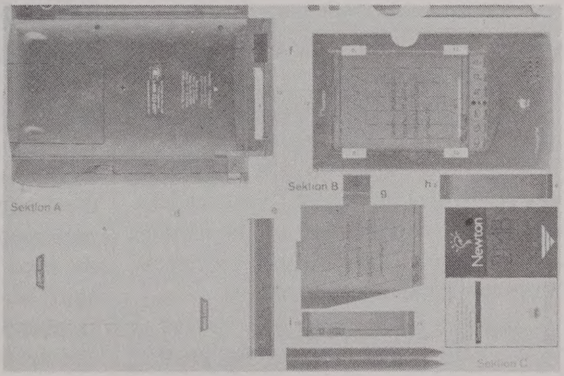
In anticipation of the demand for the second issue of *Windows World*, most of the newsstand operators requested 15% more copies, Petterson said. A disk will be included in each of the six issues per year, and sponsors have been beseiging the IDG office with questions about how to get involved. The *Windows World* experiment has worked so well that *MikroDatorn* will include a CD-ROM on the cover of its 15th anniversary issue in December, and *MaxiData* will soon feature a tips-booklet premium.



IDG Sweden has been besiged with inquiries from potential sponsors of the disks it plans to include in each bimonthly issue of *Windows World*.

Creative cover premiums mark *Macworld Schweiz* anniversaries

Since its debut in 1990, *Macworld Schweiz* has marked its October anniversary with a cover premium for subscribers and newsstand buyers. This year, in an effort to top last year's successful shareware disk, the publication wrap included two surprises: a make-it-yourself paper cut-out of a Newton Message Pad and a disk introducing the Macworld Online Service, which includes communications software and advertising from the sponsor.

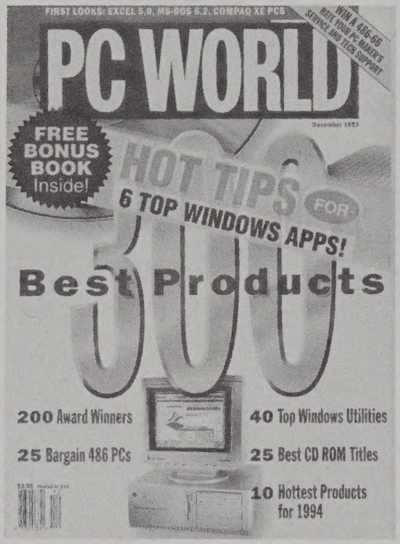


***Macworld Schweiz*'s paper Newton was designed in-house by the publication's art department and paid for by Apple.**

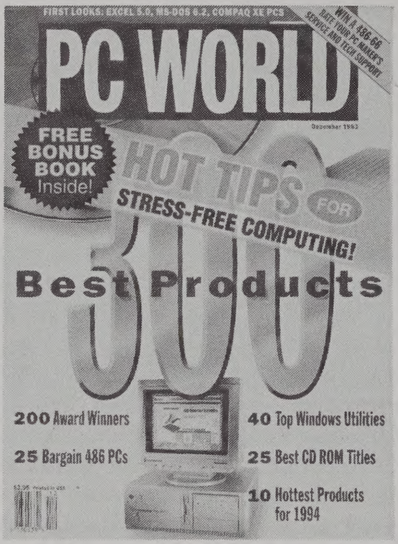
Inspired by the creativity of Editor-in-Chief **Roger Bataillard**, the staff approached Apple Switzerland with the idea for the paper Newton and pursuaded Apple to pay the production costs. *Macworld Schweiz*'s art department had never attempted creating this kind of cut-out, and Art Director **Urs Arnold** and Designers **Lukas Huggenberg** and **Micha Weiss** spent long hours finetuning the device in Freehand, Illustrator, PhotoShop and XPress. The result was an impressive lifesize model of the Newton, three-dimensional upon assembly, complete with a pen and 2MB flash storage card.

Final numbers haven't been determined yet, but indications show that the promotions have at least boosted newsstand sales above average. None of *Macworld Schweiz*'s competitors have ventured into similar special promotions.

PC World tests different cover premiums on East, West coasts


FIRST LOOKS: EXCEL 5.0, MS-DOS 6.2, COMPAQ XE PCS
PC WORLD
WIN A 486-66
FREE BONUS BOOK Inside!
HOT TIPS FOR
6 TOP WINDOWS APPS!
300 Best Products
200 Award Winners
25 Bargain 486 PCs
40 Top Windows Utilities
25 Best CD ROM Titles
10 Hottest Products for 1994

PC World readers on the East Coast will find hot tips for using six top Windows applications included with their December issue while...


FIRST LOOKS: EXCEL 5.0, MS-DOS 6.2, COMPAQ XE PCS
PC WORLD
WIN A 486-66
FREE BONUS BOOK Inside!
HOT TIPS FOR
STRESS-FREE COMPUTING!
300 Best Products
200 Award Winners
25 Bargain 486 PCs
40 Top Windows Utilities
25 Best CD ROM Titles
10 Hottest Products for 1994

... readers on the West Coast will find a 16-page _Guide to Healthy Computing_, which explores a variety of ergonomic issues, polybagged with their issues.

Today, many of IDG's publications are finding that the use of cover premiums is increasingly dictated by a highly competitive environment in which readers have become accustomed to receiving the added value represented by a disk or a booklet or a poster shrink-wrapped onto their magazines.

"Today's consumers are looking for that extra added value in their purchase," said *PC World*''s Manager, Single Copy Sales, **Cheryl Grover**.

ATTENTION GRABBER

"We hear it all the time in our focus groups. *PCW* has a lot of very loyal readers, but there's no doubt that a polybag with bright lettering calling attention to a free disk inside grabs attention at the newsstand."

While *PC World* has experimented with the occasional disk or book of tips in the past, its December issue marks the beginning of a sustained effort to include a cover premium of some sort on almost every issue in 1994.

In an interesting twist on the common practice of including a booklet of tips, *PC World* is offering two different premiums to its East and West Coast readers. Newsstand browsers east of the Mississippi will find a book of tips for using six of the top Windows applications.

Readers in the West will receive *A Guide to Healthy Computing*, designed to help computer users minimize the fatigue and injuries that can be associated with sustained use of PCs. Both booklets were developed, created and paid for by PCW.

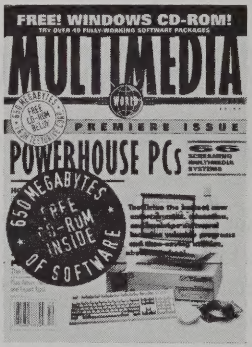
"We're very excited about this promotion," noted Grover. "We've found that the word "tips," which we've used on the polybag holding both booklets, is a real magnet for our readers."

During the next few months, *PC World* plans to negotiate with various software vendors to acquire disks that the magazine will also use as cover premiums on its newsstand issues.

Multimedia World offers CD in full print run

Launched last week as a stand-alone publication after being part of a demographic edition of *PC World* for the past year-and-a-half, *Multimedia World* has made U.S. publishing history. The December issue is the first publication to contain a CD-ROM in every copy of its full print run of 200,000.

The disk was a joint venture with TestDrive, which picked up the production costs of the disks while *Multimedia World* absorbed the additional $50,000 in mailing and distribution costs. The disk contains 40 fully operational software packages that allow the user to "test drive" each of them two or three times before they are automatically disabled.


FREE! WINDOWS CD-ROM!
TRY OVER 40 FULLY-WORKING SOFTWARE PACKAGES
MULTIMEDIA WORLD
PREMIERE ISSUE
POWERHOUSE PCs
650 MEGABYTES FREE CD-ROM INSIDE OF SOFTWARE

"We have the corner on the consumer multimedia market — our competitors have decided they want to be the business book for multimedia — so it's a natural fit to deliver the kind of premium our readers want," said Market Development Manager **Damon Dean**.

Multimedia World has committed to 12 issues in 1994 with a free CD-ROM offer — though not necessarily a CD-ROM disk — in every issue. The January issue, for example, will contain two premiums. For one of them, readers will fill out and return a business-reply card to get their free CD.

For the other premium, all 30,000 subscribers will receive the disk in their issue, and 20,000 newsstand copies will also include the CD-ROM. This way, *Multimedia World*'s staff will be able to test how well the CD-ROM increases sell-through.

Premium

-FROM PAGE 5

WU: Will buyers worry that the disk contains a virus?

CC: It is important to take steps to reassure purchasers that the disk is of high quality and virus free. The distribution of a virus by a cover premium could spell disaster for a publisher. I've had the unnerving experience of being informed by a distributor that a cover disk was infected and that 150,000 magazines would be taken immediately off the rack. The allegations proved erroneous, and the problem was traced to a retail outlet. A proprietor had taken the cover disk off the magazine, put it into his computer copied the contents of the disk and then placed it back on sale — after infecting it with a virus! If stringent virus testing procedures at the duplication company had not been in place, it would have been much harder to convince the trade that this was an isolated incident.

To guard against this:

- Ensure that proper procedures exist to check the master disk and that viruses cannot be introduced at any time during the production process.
- Consider certifying that the contents have been checked for all known viruses. At the same time place a notice in the magazine issuing a precautionary warning about backing up files — especially if the disks contain specialized utilities.
- Carry a disclaimer against potential damage to a user's system.

WU: Do you have to provide support to buyers who seek additional information on the premiums?

CC: Think carefully about the level of support you are willing to provide. Try to provide as much information as possible with the premium, either on the disk itself or in the magazine. Because of the size of programs, even for demonstration versions, high-density disks are generally used. Ensure there are facilities to provide low-density versions to those who request it. Have a toll-free number set up in advance to answer questions. If the disk is advertiser-sponsored, try to ensure that the client takes on this responsibility. It you are supplying a disk with productivity utilities make it clear just how much support (if any) you are providing. You don't want to be inundated with technical questions about a shareware program.

WU: Do cover premiums have an impact on ABC or BPA submissions?

CC: They can, depending on the offer. The current ABC rules are stricter than BPA rules. If the offer represents significant value you may not be able to count the sales at full value. To avoid unpleasant surprises, obtain audit clearance prior to rolling out your premium.

WU: Do you need to make special arrangements with newsstand operators?

GC: Naturally you want to notify your distributors of your plans but the magazine distribution channels are familiar with cover mounts and no special arrangements need be made—unless the price is changed. However, if you want to maximize your return on any newsstand promotion program it is best to alert the wholesaler community and major retailers to make them aware of the potential benefits of displaying this issue prominently.

WU: Will subscribers feel deprived if they don't receive a cover premium?

CC: You need to have a policy and communicate it clearly. Relatively few subscribers request cover disks. An explanation of the high incremental cost is usually sufficient to satisfy most inquiries. However, in order to keep subscriber complaints to a minimum it is worth considering making the contents of the disk available through services such as America Online, CompuServe, etc. so it is accessible online. When a subscriber makes the effort to call and express interest, the best course of action is work with the advertisers to send premiums on request. Depending on its content, the cover mount can also be used as a subscriber premium or renewal incentive.

WU: Are there other benefits associated with cover premiums in addition to increased sales and higher newsstand revenues?

GC: Yes, there are. Higher single-copy sales as the result of successful cover mounts increases subscription insert card production, adds copies to the rate base cheaply, and can often provide some added value for the sponsor/advertiser. Perhaps one of the more compelling reasons for utilizing newsstand premiums would be to gain or maintain a market share lead in copies sold — something the marketing and advertising departments would no doubt find useful in developing the sales pitch. However, if you are successful, eventually your competition will be forced to join the fray, potentially upping the ante.

WU: Would you have a newsstand premium every issue if you could?

GC: It's tempting, if the demand is high. However, as many publications have found in the U.K., a cover premium on every issue becomes the expected norm. It is vital to maintain a quality circulation and attract readers whose core reason for buying the magazine is the editorial information, not a free disk. Our goal at *Macworld* is to aim for a variety of sponsored premiums to appear on the cover once each quarter. We will review the results over the next six to nine months to determine how far we can go.

WU: Overall, are over premiums a good idea?

CC: They must be used with caution. There are opportunities when using cover premiums to promote circulation, but there are a number of dangers. Certainly, publishers who are first to use cover premiums will see short-term gains but these may not be sustainable. No matter how high the quality of your publication there will always be a number of people who will switch brands regularly. Where cover premiums are used, experience has shown that the number of marginal readers increases and can be as high as 10% to 15%. Obviously, this can have a very dramatic impact on circulation planning. Like any marketing promotion cover premiums have to be used in a highly targeted way to maximize returns. As part of a carefully planned marketing program, they can be an important component of your single-copy sales effort.

As the rules change, so do distribution strategies

Doing battle with postal and distribution systems is a frustrating task for many business units. For IDG Hungary, these institutions have changed dramatically since the fall of Communism, creating new challenges but also a welcome opportunity for Distribution Manager **Zsuzsanna Balogh** to provide better services to IDG's readers.

One of the most obvious changes in the post-Communist market is the increasing complexity of the distribution system. Previously, when newsstand distribution was a government monopoly, a publisher talked to just a couple of people to arrange nationwide delivery. Today, Balogh deals with close to 30 private distribution companies, and there are many more operating in Hungary in addition to the government agency.

> *"Zsuzsanna sticks up for her principles and drives them through the hardest resistance of the outside world [namely, the Hungarian postal service!]."*
>
> \- István Bíró

Incipient capitalism — and the distributors' desire to maximize profits — is creating its own challenges. Balogh noted that many distributors want to sell the only the more popular lifestyle and erotic magazines, which deliver a larger return than the more specialized IDG magazines with their smaller newsstand sales. One advantage of dealing with the private distributors, however, is that they get a 35% commission on each publication sold rather than the 38% cut the government agency takes.

In another major change, the government now allows publishers control over their mailing lists. IDG Hungary Managing Director **István Bíró** calls this an attitude change in government. "The attitude used to be 'you should be happy we're distributing your magazines!'" he said.

Until recently, publishers could have access to the subscriber list, but at a steep price, so most never bothered to ask for it. Going through the government-run postal service to pass along information about changes of address, to add or drop subscribers, or to track down a subscriber complaint about nondelivery was always a nightmare, Balogh said.

During the past year and a half, IDG has implemented a customized subscription system, designed by Biro, that has given the company another big advantage over its competitors. IDG and *Reader's Digest* are the only publishers in Hungary that have the technology to maintain and generate their own mailing lists. Subscriber complaints have dried up almost entirely, since Balogh can now quickly process and track any address changes herself. Her latest accomplishment has been to clean up and computerize the entire list of *PC World* and *Alaplap* subscribers.

World Update

Zsuzsanna Balogh has learned how to balance both the distribution and circulation promotion parts of her job.

If there was one other aspect of her job she could change, Balogh says she wishes she could separate subscriber and newsstand responsibilities and take on just one role. In the meantime, she's balancing both tasks very well.

"Zsuszanna is an excellent worker who has a sharp mind and a good sense of how to organize the work," Biro. "She sticks up for her principles and drives them through the hardest resistance of the outside world."

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Thank you!

The *World Update* staff would like to thank all the people who helped us prepare this issue: George Clark and Colin Crawford, Macworld; Cheryl Gover, PC World; Paul Molenaar, IDG Netherlands; Linda Ruth, Kemco Services, Inc., Holly Kilngel, GamePro; Jaques Tillier, IDG France, Niklas Borgsved and Christer Petterson, IDG Sweden; Francisco Zabala, IDG Spain; Agnes Hejjas, IDG Hungary and Birgit Bombeck, IDG Switzerland.

***PC World Vietnam* thriving in a growing market**

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Managers share their best ideas in Miami

- PAGE 4

Framingham employees brighten holiday for local families

- PAGE 7

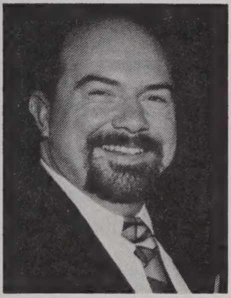
IDG *World Update*

VOLUME 23, NUMBER 48

NOVEMBER 29, 1993

New Zealand's Taylor wins Chairman's Cup

IDG's brightest managerial stars for FY93 were honored at the Worldwide Managers Meeting earlier this month in Florida.



Stan Zeltsman

Taylor

Martin Taylor, general manager of IDG New Zealand, earned the coveted Chairman's Cup for overall managerial excellence. The New Zealand operation enjoyed the most profitable year in its seven-year history: revenues were up 30% from last year, and profits were more than triple the prior year's level. The company's overall market share position is very strong and *Computerworld New Zealand* is the clear market leader.

Taylor has been very successful at expanding the company's non-advertising revenues through activities such as the Computerworld Expo and the *Computer Listings* directory. IDG New Zealand has embraced the "year of the yield" concept and enjoyed large yield increases despite tremendous competitive price cutting.

-SEE PAGE 2

Managers meet in Miami

World Update

(From left) IDG Sweden's Bengt Marnfeldt, IDG Venezuela's Kalman von Vajna Nagy, *Computerworld*'s Gary Beach and IDG New Zealand's Martin Taylor were among those on hand for this month's Worldwide Managers Meeting.

The heads of IDG business units from around the world who gathered recently in Miami for the annual Worldwide Managers Meeting were urged by IDG Chairman **Patrick McGovern** to stop being managers and start being leaders.

"How many people do you know who want to be managed?" McGovern asked the group.

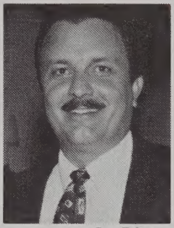
"People want to be lead. "Don't try to tell people what to do. Give them a vision at all levels of your organization and get out of the way," he urged.

The worldwide managers/leaders spent three intensive days reviewing the previous year's performance, exchanging ideas and brainstorming about where IDG should be going in the coming years.

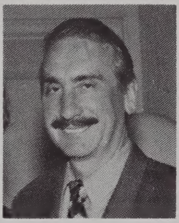
A sampling of the best ideas to emerge from various business units during the past year begins on page 4.

Chairman's Cup

- FROM PAGE 1


Ferrell Stan Zeltsman

The "Entrepreneur of the Year" honors went to **Pat Ferrell**, president of Infotainment World. Ferrell has successfully transformed the company from a profitable one-publication unit to a more profitable multi-title company. In addition to the market-leading *GamePro*, and the bi-monthly *SWATPro*, the business unit produces Sega Visions under a custom publishing contract. It also recently launched *Electronic Entertainment*, billed as "the entertainment resource for the interactive age," and *PlayRight*, a newsletter targeted to the parents of videogamers. Infotainment World is also involved in television shows, book publishing, videos and international licensing agreements for its publications.


Osterwalder Zeltsman

Schweizer PC Katalog, under the stewardship of IDG Switzerland General Manager **Gebhard Osterwalder**, earned "Most Successful Publication Launch in the Past Two Years." The magazine targets the rapidly growing Swiss mail order business. Launched in April, *PC Katalog* has been profitable since Day One and is being cloned in several other European markets.

Kruel Stan Zeltsman

Ney Kruel, general manager of IDG Brazil, earned "Largest Percent Gain in Advertising Revenues for a Publication (published for at least two years)."

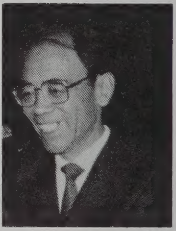
"Largest Percent Gain in Subscription Revenues for a Publication (published for at least two years)" went to Pat Ferrell for *GamePro* (up 100% — a more than $600,000 increase).

Marnfeldt WU

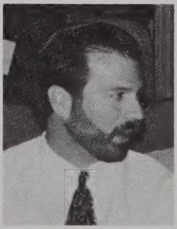
Bengt Marnfeldt, general manager of IDG Sweden, earned "Largest Percent Gain in Market Share for a Publication (published for at least two years)" for *Computer Sweden* (up 20%).

DeTray BCP

"Greatest Improvement in Profit Margin for a Publishing Company" — unit must be profitable in FY93 to qualify — went to **Jeff DeTray**, president of Business Computer Publishing. Following the *DOS Resource Guide*'s 18% improvement, *Computerworld* and *Network World* tied for second place with a 13% improvement.


Yao IDG

General Manager **Shen Yao** accepted the award for "Publication with the Highest Profit Margin" on behalf of *Computerworld China*, which logged in at 55%.


Strang World Update

Dale Strang, president of TechMedia Publishing, earned the award for "Publication with the Highest Improvement in Cost per Thousand" — per FY93's "year of the yield" theme — for *AmigaWorld* (up 41%). Second place went to *Computer Sweden* (up 40%).

PCW Vietnam doubles circulation

PC World Vietnam

(From left) Le Trung Viet, associate editor; Dr. Le Trong Tung, editor; Patrick McGovern; Nguyen Thu Hong, associate editor; Le Ba Quang, assistant editor; Dr. Nguyen Trong, managing editor; and Hugo Hsiung.

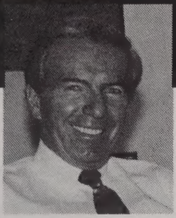
IDG Chairman **Pat McGovern** and Director of the Asia Support Center **Hugo Hsiung** recently traveled to Vietnam to visit the offices of *PC World Vietnam*.

According to Hsiung, the country's market growth is very encouraging and "investment opportunities for IT publications in Vietnam are even better than they were 14 years ago in The Peoples' Republic of China when Pat launched *Computerworld China*." *PC World Vietnam*'s paid circulation has more than doubled during the past year and now stands at 5,000.

McGovern extended IDG's current agreement to supply the publication with informational materials and confirmed IDG's plan to establish a joint venture with the company once the U.S. government lifts its trade embargo against Vietnam.

On line

ASK BILL



Q It seems to be an open secret around here that a neighboring IDG business unit is going to go public. Would you care to comment?

A No decision has been made to take any IDG company public. For the last few years we have had an ongoing process of evaluating how to increase the overall value of IDG; that obviously leads to a review of the component companies and their respective values.

Suffice it to say that in IDG as in most companies, the sum of the parts is likely worth more than the whole. We would be derelict in our responsibilities if we didn't constantly look at methods of achieving certain strategic objectives along with enhancing total corporate value.

Q As I understand it, the value of IDG as a company is recalculated each year for purposes of the various profit sharing programs. Could you explain who determines the value of IDG and how they do it?

A The valuation of IDG is made for each fiscal year ending September 30th. The valuation is performed by Marshall & Stevens, Inc., a worldwide appraisal firm, after receipt of audited statements for the year. Audited statements for the year ending 9/30/93 will be delivered to Marshall & Stevens by December 17th, and we would expect a valuation report no later than early January.

In performing the valuation, they use a Market Approach and an Income Approach. The Market Approach uses a composite of price/earnings (using PE's of comparable companies) and price/revenues. The Income Approach uses discounted future earnings combined with a residual factor.

Q How do you monitor and invest the cash of IDG worldwide? Are the funds from our international subsidiaries controlled and invested on a regional basis?

A For all foreign operations, we develop cash flow plans based on their approved operating plans. From those plans we have companies that throw off excess cash (cash in excess of working capital and fixed asset requirements) and some that require investment. All companies requiring investment are funded from the U.S. Companies with excess cash first pay off loans from IDG and then dividend funds back to the U.S. Working capital funds required in foreign companies are invested in the equivalent of U.S. money market funds, primarily short-term investment instruments.

Excess cash returned to the U.S., combined with cash thrown off by U.S. operations, is invested in a number of different instruments. The overriding factor is safety of principal combined with maximizing yield. Maturity of the portfolio is from one day to several years and is weighted according to projected cash needs.

Q With interest rates heading up, do you suggest refinancing a mortgage?

A Refinancing your mortgage is a personal decision. On the other hand, with "no points/no closing costs" on a refinancing, a lot of the mystery of when to refinance has gone away and it's simply whether you want to do the paperwork. I'm sure you have all heard of people refinancing three or four times over the last couple of years as they chase lower interest rates. Economists are split on the course of U.S. interest rates, but there is little chance of a move to lower rates unless the growth of the U.S. economy stalls.

Q If you hadn't spent your career in finance, what else might you have done?

A I'm sure I somehow would have ended up in real estate development. Not a great place to be today; however, conservative developers who weren't building on speculation in the late 1980s continue to do well even in a currently depressed market. My second choice probably would have been investment banking which, like real estate development, is deal oriented.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists DG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

Managers share best ideas from 1993

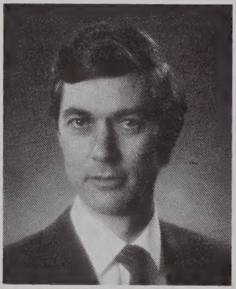
Once again this year, attendees at the IDG Worldwide Managers Meeting participated in the Great Ideas session. Each manager had one minute to describe the best idea implemented in his or her business unit during the past year. Following is a sampling of those ideas.

Boris Antoniuk, Chairman, *Computerworld Moscow*
To encourage larger advertising contracts, we list our top 50 advertisers in each issue of *Computerworld*. The list is broken into five groups, each group in a successively smaller type font. Top advertisers are listed in the largest font, smaller advertisers in the smaller fonts. As a result, we have attracted a larger number of companies for regular advertising resulting in more steady revenues.

Gary Beach, President, *Computerworld*
The best idea *Computerworld* developed during FY93 was the launch of the *Computerworld Client/Server Journal*. Twenty-four hours after we announced the issue — with no promotion — we sold nearly $600,000 worth of advertising. Our management team was so impressed with the market's reaction to *CSJ* that we are launching it in FY94 as a quarterly stand-alone product, budgeted to add significant profits to *CW*'s bottom line.

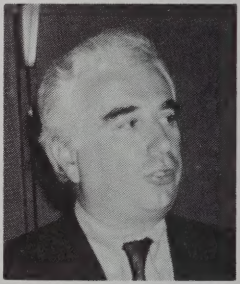
Brunello Bossi, General Manager, IDG Italy
We are currently negotiating with some of our larger advertisers to exchange a certain number of free ads for complimentary product samples that will be used as subscription premiums to attract new subscribers. Because the value of these products far exceeds the cost of a subscription, we are predicting a sharp increase in our subscriber base.

Kirk Campbell, President, IDC
IDC established a Global Customers' Council this year. We invited (at IDC's expense) 40 of our best customers from around the world to Boston for two days to discuss market research issues and what IDC can do to better serve its customers. Our customers greatly appreciated having the opportunity to meet each other and exchange ideas and especially enjoyed giving suggestions to IDC on how we can improve. As a result, our relationship with our major customers has been strengthened, and we are seeing increased business with the same companies.


Campbell IDC

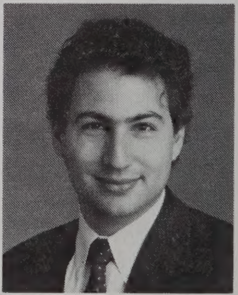
Bob Metcalfe, Publisher/CEO
and Jim Casella, President/COO, *InfoWorld*
InfoWorld introduced six demographic editions during 1993: Direct: 100,000 subscribers; Netware: 110,343 subscribers; Apple: 75,000 subscribers; Unix; 101,000 subscribers; OS2: 91,559 subscribers; and Windows NT: 90,254 subscribers. These editions are published with different frequencies depending on market demand. There is a premium charged to be able to access a particular segment of the *IW* circulation in this way. This allows new companies to come into *IW* at a reasonable and fair entry point, and we believe that they eventually will access *IW* on a ROP basis as well.

Francois Chaussonniere, General Manager, IDG France
Last September we launched a group subscription offer for three of our publications: *Le Monde Informatique*, *Reseaux & Telecoms*, and *InfoPC*. Each publication was offered at a discount plus there was an additional 10% discount for ordering two publications and 20% discount for ordering all three. We obtained a 0.7% response to the offer, adding over 700 names to our circulation base.


IDG France
Chaussonniere

Colin Crawford, COO, *Macworld*
We created a CD-ROM containing information culled from the last 12 issues of *Macworld*. The CD-ROM includes an index, product reviews, key articles and product buying information and advice. The CD can be used in a number of ways including as a subscription premium and as a cover mount promotion. Our development costs can be largely offset by selling the CDs to various distributors and mail order companies for them to use as premium promotions as well as by selling space on the CD-ROM to advertisers.

Jonathan Epstein, Publisher, *Multimedia World*
Multimedia World will launch in December as a stand-alone publication and we wanted to find a promotion that would help boost both ad sales and newsstand sales and define the magazine as a market innovator. The answer came in the form of a Windows CD-ROM from TestDrive Corp. More than 200,000 copies of their TestDrive CD-ROM will be bundled with the December issue. The CD-ROM contains over 40 fully working applications that *Multimedia World* readers can try, and, if they wish, buy. TestDrive, which paid the bulk of the costs, recovers its money through sales of space on the CD, sales of software on the disk and subscribers to its program. We closed our December issue almost 50% over plan as advertisers understood the promotional value of CD-ROM on the newsstand.


Epstein Multimedia World

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 29, 1993

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

PR SERVICE ADMINISTRATOR (IDG INT'L PUBLISHING SERVICES)

Individual will be responsible for daily distribution of press releases to the IDG PR Service as well as maintaining customer database and generating monthly invoices. Will assist Sales Manager in telemarketing sales generation and follow-up. Excellent organizational and time management skills are necessary. PC experience a must.

RECEPTIONIST (IDG INT'L PUBLISHING SERVICES)

Individual will be responsible for meeting and greeting all visitors in addition to answering the main telephone line. Other responsibilities include domestic and international mail and package processing, ordering supplies, inventory, filing and general office duties as required. Candidate must be professional, organized and willing to assist with the diverse activities of the IPS staff. Good Macintosh or PC skills a plus.

ADMINISTRATIVE ASSISTANT - OPEN SYSTEMS (WEC)

The Open Systems Administrative Assistant will provide secretarial, communication, and supportive services to the VP/GM of Open Systems as well as to the Open Systems Show Managers. Responsibilities will include all correspondence, processing paper work, and telecommunications. Experience in Word for Windows, Powerpoint or Freelance Graphics,, Lotus 123 or Excel is necessary.

COPY EDITOR (2) (IDC)

There are two second shift openings for copy editors in the Publications Department. Primary responsibilities are copy editing of high-tech newsletters, bulletins, and reports, both on hard copy and on-line. The copy editor edits text, checks calculations on tables and figures, develops charts based on data provided, and works closely with authors. Strong editing and proofreading skills required. Knowledge of Macintosh systems, using Word, Excel, and QuarkXpress preferred.

ADVERTISING BILLING COORDINATOR (CW)

Candidate will be responsible for weekly audit of Computerworld's advertising bills, maintenance of advertising contracts, preparation of rate adjustment, credit and debit memos and internal/external customer service. Individual must be accurate, detail oriented and able to work in a fast-paced multi project environment. Accounting background and Omni System experience preferred.

HUMAN RESOURCES DIRECTOR (IDG BOOKS)

IDG Books is seeking a high-energy professional to head up the HR department, reporting to the President. This newly created position will be responsible for employee relations, personnel planning, organizational development, benefits administration and communication, compensation management and training. The qualified candidate will have proven success in taking a company from a smaller, growth-oriented phase to a larger, more mature company. Position requires attention to detail, excellent judgment, organizational and communication skills. Five to seven years of HR management experience required.

ASSISTANT TO THE EDITOR-IN-CHIEF (PCW)

Candidate will provide secretarial and administrative support for the Editor-In-Chief. Will also assist the department as needed. At least two years secretarial experience, preferably in a publishing environment required. Superior writing, organizational, communication, and analytical skills necessary. Individual will supervise two administrative assistants. Must have the ability to work well under pressure. Must have IBM PC or compatible experience and be proficient in DOS.

Job Opportunities

Revised: November 29, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Research Assistant	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG/IPS	Receptionist	IDG Int'l Pub. Svcs., Boston, MA	L. Ryan-Bonfantino	(617)423-9030
IDG/IPS	PR Service Administrator	IDG Int'l Pub. Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG/IPS	News Editor	IDG Int'l Pub. Svcs., Boston, MA	R. Garretson	(617)423-9030
IDG/IPS	Assistant News Editor	IDG Int'l Pub. Svcs., Boston, MA	R. Garretson	(617)423-9030
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Marketing Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thonmpson	(508)935-4531
WEC	Budget Analyst	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Copy Editor (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Admin. Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Rsch.Analyst,International	Framingham, MA.	D. Bernardi	(508)935-4361
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	J. Gallant	(508)875-6400
NW	Staff Writer	Framingham, MA	J. Gallant	(508)875-6400
NW	Reporter	Framingham, MA	P. Desmond	(508)875-6400
NW	Account Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Advertising Billing Coordinator	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Systems Analyst	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Sales Assistant	Framingham, MA	A. Longley	(508)879-0700
CWPI	Graphic Design Specialist	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Sales Associate	Burlingame, CA.	L. Lehane	(415)347-0555
CWPI	Advertising Sales Assistant	Framingham, MA	G. Lodge	(508)820-8161
CWPI	P/T Production Assistant	Framingham,MA	G. Lodge	(508)820-8161
CWPI	Display Adv. Coordinator	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Correspondent	Burlingame, CA	G. Lodge	(508)820-8161
CWPI	Senior Editor/Management	Framingham, MA	G. Lodge	(508)820-8161
CWPI	Staff Writer	Framingham, MA	G. Lodge	(508)820-8161
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (1)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Foreign & Subsid. Rights Ass't.	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	San Mateo, CA	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Assistant to the Editor-In-Chief	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Test Center Coordinator	*PC World*, San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Administrative Assistant	*PC World*, Boston, MA	B. Thompson	(508)935-4531
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Features Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Production Assistant	*Sunworld*, San Francisco, CA	K. Scarlett	(415)267-1730
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IFTW	Assistant Managing Editor	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

Preben Engell, General Manager, IDG Denmark
We added a full-time analyst to our sales organization.

Pat Ferrell, President, Infotainment World
Our great idea in FY93 was to establish ourselves as a market authority vs. simply a magazine publisher. We did this by 1) changing our name to Infotainment World to cover all our products. 2) We completed and distributed a major research study, projecting electronic entertainment out five years; over 1,000 copies have been requested. 3) We retained a PR firm to push our image and opinions in the marketplace. This has been enormously successful, and we are now getting requests for research, trade information and newsletters to support our industry.

Ferrell World Update

Kozo Hiramatsu, President, IDG Japan
Beginning this month, we relaunched the weekly *Computerworld* as "Computerworld Today," a daily fax service and on-line database. Subscribers receive a two- to three-page daily fax called *Tomorrow's News Today* by 4 p.m. It contains an executive summary of worldwide IT news. More detailed reports are available via an on-line data base or via a fax-back service that will deliver full-length articles.

Hiramatsu IDG Japan

Ken Kaplan, CEO, IDG World Expo
We are working to leverage IDG strengths by providing World Expo exhibitors with unique marketing access to the IDG PR Service, thus providing exhibitors with value they could not otherwise obtain.

Bengt Marnfeldt, General Manager, IDG Sweden
Our best idea for FY93 was translating and publishing IDG Books Worldwide's "*...for Dummies*" books in Sweden. Immediately, our book division has earned the recognition and respect of distributors, book shops, our customers and our competitors.

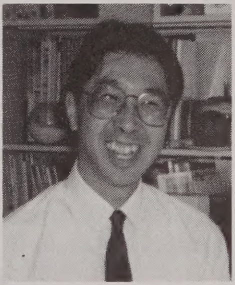
Gebhard Osterwalder, General Manager, IDG Switzerland
Our best idea was definitely the launch of *Schweizer PC Katalog*, a quarterly computer shopper-type publication, which is strictly a marketing — not editorial — product. The catalog has been profitable from its first issue. Each issue carries approximately 50 pages of advertising, making it by far the most important PC advertising publication in Switzerland. Because readers were looking for some form of editorial, we created a "marketplace section" in which we sell space at a very reasonable price for vendor-contributed new product news. We make it very clear to our readers that these are vendor-supplied articles.

Rafael Roldan, President, *PC World Ecuador*
We negotiated a deal with IBM del Ecuador whereby each buyer of a personal computer will receive a free one-year subscription to *PC World.* We anticipate this program will add some 6,000 subscribers by the end of 1994.

Dale Strang, President, TechMedia
TechMedia's best idea was to include a fax-back survey in every issue of *Desktop Video World.* Each issue contains a survey with 10 standard questions and six to eight additional questions that vary with each issue. A different prize (a camcorder, CD-ROM drive, etc.) is given away each month as an incentive to return the survey. The data captured from the surveys is merged with our subscriber records. Over time, the results will be a much more detailed profile of our subscribers.

Martin Taylor, General Manager, IDG New Zealand
We formed an alliance with New Zealand's largest business publisher to jointly promote our shows. It was achieved by developing and offering sponsorship rights to a series of seminars called Management Technology Briefings. The seminars provide updates of technology issues and are aimed at non-technical general management. They have proved to be an excellent positioning statement for both the business publisher and the expo. In return for their sponsorship, the publisher assembles and pays for the program and provides extensive promotion for our shows through both advertising and editorial support. We are working on other alliances with publishers and show organizers and believe that they will prove an effective way to expand beyond our core audience and meet shifting patterns in computer buying.

David Ushijima, President, *Macworld Japan*
This year marked the beginnings of the mail order business in the Japanese personal computer market. *Macworld Japan* has created a special catalog advertising insert program, whereby catalog advertisers are offered a one-year contract program guaranteeing *Macworld* a minimum of six insertions within a year. The catalog is manufactured to our specifications and is then bound into *Macworld* for a fee dependent upon the number of catalog pages. Our rates currently begin at eight pages per issue and extend up to 36 pages. We are able to price the insertion below the standard run-of-book display rates. The expense to *Macworld* is for binding and incremental postage based on catalog weight, which we easily cover.


Ushijima Macworld Japan

Manfred Weiss, General Manager, IDG Austria
We boosted subscriptions 15% by negotiating with three PC retailers to include a *Computerwelt + PC Test* "Try It Check" with each sale. In four months we have received 4,000 checks.

Noteworthy!

PROMOTIONS

Mascharka World Update

Network World's **Laura Mascharka** has moved up the copy editor ladder to Level 2. "Laura has achieved this level in the department quicker than anyone I can remember," said Michelle Beaulieu, assistant managing editor for production. "The job requires a strong grasp of the technologies we cover, an eye for the overall design of the publication, and certainly diplomacy, organizational and stress management skills — all of which Laura has demonstrated with a positive and enthusiastic attitude."

NEW EMPLOYEES

Mack World Update

Computerworld's recruitment staff in Framingham welcomes sales assistant **Nancy Mack**, who'll be working on direct mailings, customer service and various administrative tasks. She comes to IDG from a marketing post at CrossCom Corp. Nancy has a BS in business, marketing and management from Bryant College and enjoys aerobics and crafts in her free time.

Weglage World Update

Also at *Computerworld*, **Sean Weglage** has signed on as quality assurance specialist for the CW Database Division. He has a business management degree from Plymouth State College and enjoys volleyball in his spare time.

Previously employed as a technical writer, **Paul Curthoys** has signed on as an assistant editor for *NeXTWORLD*. He has a BA in English from Stanford University and enjoys hiking, writing and movies in his free time.

■ ■ ■

As an administrative assistant in the Washington, D.C., office of *Network World* and *Computerworld*, **Mary Dosa** is enthusiastic about being part of a press room again and comparing the atmosphere that of *The Wall Street Journal*, where she worked as a "girl Friday" many years ago. She was most recently a receptionist at a real estate firm. Outside the office, Mary enjoys polishing her French and serving as a member of the Foreign Service Association.

■ ■ ■

Mitchell World Update

After splitting her responsibilities between *Network World*'s production and design departments, **Terri Mitchell** has signed on as a full-time associate design editor. Before joining IDG, she worked in desktop publishing at InPrint Publishing. She enjoys hiking, biking and reading.

Paquet World Update

Also at *Network World*, **Cheri Paquet** joins the staff as assistant editor. A recent graduate of Framingham State College with a BA in English and communications, Cheri managed promotional activities and worked extensively on the Mac while at Ronkin Educational Group, an SAT preparation firm. During the past few summers, Cheri served as a member of the ground crew at a country club in Scituate, Mass.

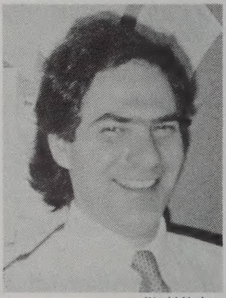
■ ■ ■

Molly Shank is handling the Los Angeles, Utah and Arizona territory as an account manager working out of *Macworld*'s Irvine, Calif., sales office. She was previously a senior account executive at *PC Magazine*. Molly earned a BA in communications from the University of Arizona and enjoys playing tennis in her free time.

■ ■ ■

Whitmer World Update

Clair Whitmer has joined the IDG News Service in the newly created post of U.S. correspondent/West Coast and is working out of IDG's 501 Second Street office in San Francisco. For the past two years, Clair has been a freelance writer and frequent contributor to *SunWorld*, *NeXT-WORLD* and *Publish* as well as *MacWEEK*. She received a degree in political science from San Francisco State University and spends her free time reading, going to the movies and painting with acrylics.


Ferranti World Update

On the other side of the globe, **Marc Ferranti** has signed on as the IDG New Service's Paris correspondent. He comes to IDG from *PC Week*'s Manhattan office, where as a senior writer he reported on software issues. Marc has a degree in history and English from Tufts University and moonlights as a musican (sax and flute) at clubs in his off hours.

■ ■ ■

Most recently assistant editor at *PC/Computing*, **Anita Dennis** is now writing and editing features on multimedia technology as associate editor of *Publish*. She holds a BA from the University of California/Santa Cruz and earned a master's degree in journalism from Columbia University.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by business unit managers to IDG World Update.

SIXTEEN YEARS
Shirley Horrocks - IDC U.K.

FIFTEEN YEARS
Laura Kunzmann - IDG Germany

TWELVE YEARS
Sylvia Stier - IDG Germany

ELEVEN YEARS
Alice Longley - Computerworld
Sheryl Merchant - IMS
Niki Stranz - Macworld
Pat Murphy - IDG Central Services
Jane Boyer - Integrated Media

TEN YEARS
Jim Connolly - Computerworld

NINE YEARS
Klaus Uhe - IDG Germany
Chris Glenn - Computerworld

EIGHT YEARS
Andrea Kühler - IDG Germany
Klavs Andersen - IDG Denmark

SEVEN YEARS
Shannon Dolan - Macworld
Marianne Kraus - IDG Germany

SIX YEARS
Allan Alter - Computerworld
Colleen Kelly - GITG
Paula Wright - Computerworld
Vicki Gonin - InfoWorld
Anthony Membrino - IDC
Sabine Daehn - IDG Germany
Michael Henriksen - IDG Denmark
Knud Erik Madsen - IDG Denmark
Nathalie Benhaim - IDG France
Nicola Guerin - IDG France

FIVE YEARS
Sally Reinfeld - IDG
Denise Perreault - CIO
John Block - CWDD
Kimitaka Usui - IDG Japan
Björn Mogensen - IDG Sweden

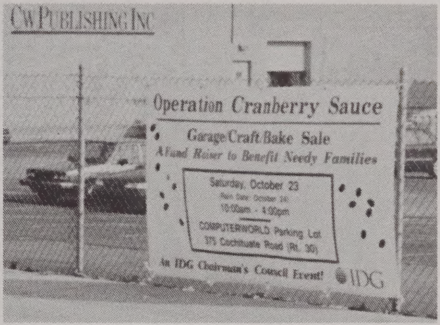
FOUR YEARS
Linda Clinton - Computerworld
Elizabeth Heichler - IDG News Service
Annika Fors - IDG Sweden
Peter Gillemo - IDG Sweden
Henrik Meerburg - IDG Sweden

THREE YEARS
Geri Giovanni - IDG
Jill Welch - InfoWorld
Steve Fox - PC World
Michaela Pabst - IDG Germany
Stefanie Ferstl - IDG Germany
Lars Jonsson - IDG Sweden
Meryl Salter - IDC U.K.
Virginie Bril - IDG France
Costantino Cialfi - IDG Italy

TWO YEARS
David Solomon - IDG Books
Karen Weiss - Integrated Media
Marion Bauer - IDG Germany
Manuela Reiser - IDG Germany
Peter Graebe - IDG Denmark
Mats Hultgren - IDG Sweden
Jonas Höglund - IDG Sweden
Pascal Dumortier - IDG France
Emanuela Teruzzi - IDG Italy
Corinna auf der Heide - IDG Norway
Hege Kilde Lien - IDG Norway

ONE YEAR
Melissa Chia - Asia Computerworld
Scott Kleinman - IDG
Pamela Murray - GITG
Gabriela Reyes - IDG World Expo
Anne Ryder - InfoWorld
Caroline Jones - PC World
Dana Miller - IDC
Edward Julian - IDC
Toshiro Nishihara - WEC Japan
Pierre Hammar - IDG Sweden
Ingemo Ilander - IDG Sweden
Mikael Ramnö - IDG Sweden
Alison McKenzie - IDC U.K.

Employees spread thanksgiving


CW PUBLISHING INC
Operation Cranberry Sauce
Garage/Craft/Bake Sale
A Fund Raiser to Benefit Needy Families
Saturday, October 23
10:00am - 4:00pm
COMPUTERWORLD Parking Lot
375 Cochituate Road (Rt. 30)
An IDG Chairman's Council Event!
IDG

For most Americans, Thanksgiving is a holiday that revolves around food — and lots of it. But for families struggling against poverty, the day can be just another without enough to eat. Thanks to the generosity of IDG's Framingham-based employees, 185 needy local families last week were able to sit down to a Thanksgiving meal with all the trimmings.

Operation Cranberry Sauce, sponsored by the IDG Chairman's Council and spearheaded by *Computerworld* Classified Computer Careers Coordinator **Judy Schultz**, was launched in early October with the goal of raising $2,000 in six weeks — enough money to provide holiday turkeys to 200 local families. The project took the form of a combined yard, craft and bake sale, held at the *Computerworld* building on Sat. Oct. 23. More than 2,000 items — 98% of which were donated by IDG employees — were offered for sale. Additional donations — including free advertising in the *TAB*, *Middlesex News* and WKOX radio — were solicited from area businesses. Lipofsky Photography/Nahant, Unique Photographic/Boston and The Great American Picture Co. of Canton donated a framed poster-size photograph of Larry Bird and Magic Johnson, that was raffled off and won by **Marilyn Raineri** of IDC.

Many employees turned out to help staff the sale, and at day's end a grand total of $2,347.62 had been raised. On Monday, Nov. 22, 185 families affiliated with the South Middlesex Opportunity Council in Framingham received a 14-lb. turkey, stuffing mix, potatoes, carrots and, of course, a can of cranberry sauce.

To all IDG employees, well done!

Off line

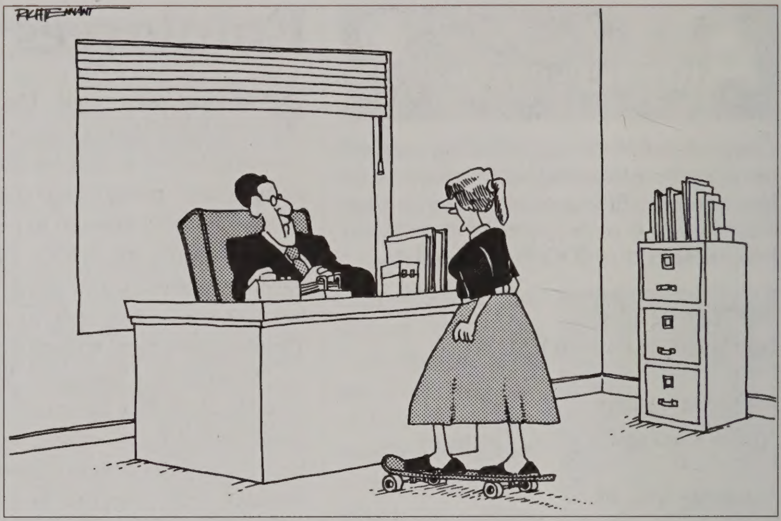
Win Your Own

World Update
RICHTENNANT

or

The 5th Wave
By Rich Tennant

Off line T-Shirt **5th Wave cartoons**



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, January 4. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with the above design or a copy of Rich Tennant's collection of cartoons, *The 5th Wave*. Honorable mention winners will receive a frisbee embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

AIGNER RIP-PROOF™ TAB
PRINTED IN U.S.A.
STOCK NO. C-213-12

On line: IDC's Kirk Campbell takes a turn
- PAGE 3

MPI plays to enthusiastic crowds on East, West coasts
- PAGE 4

Employees reflect holiday spirit in highly successful donation drive
- PAGE 5

IDG World Update

VOLUME 23, NUMBER 49

DECEMBER 6, 1993

PlayRight helps parents evaluate video games

Just in time to coincide with the holiday buying season Infotainment World has launched *PlayRight*, a 16-page bimonthly newsletter designed to help parents make informed video game purchasing decisions.

PlayRight

Welcome to PlayRight's Premiere Issue!

PlayRight makes its debut at a time when national concern is focused on the growing violence, intense realism and explicit situations being seen in TV programs and video games targeted at the youth market. *PlayRight* will explore these issues and provide parents with a quick read on the age-appropriateness, skill level and content of each game featured.

According to **LeeAnne McDermott**, editor-in-chief of both *PlayRight* and *GamePro* — the leading video game publication in the U.S. — this is a publication whose time has come. "The original 'Nintendo generation' is growing up and demanding increasingly sophisticated games. Many of the games being released today are not appropriate for 5-year-olds, but with no uniform rating system in place,

-SEE PAGE 2

IDC completing ground-breaking study of Middle East IT industry

IDC

IDC Manager of Middle East Research Doug McLeod (l) recently spent a month in the region meeting with various IDC employees. Pictured above with McLeod are Hakan Kaynaroglu, (middle) and Mehmet Ali Altaca, both from the company's Turkish office.

IDC's network of international research continues to branch far afield, this time to the Middle East. Its "Middle East Hardware Markets, 1993" research is analyzing the IT industry in eight countries — Bahrain, Egypt, Kuwait, Oman, Qatar, Saudi Arabia, Turkey and the United Arab Emirates — and is due to be completed in January 1994.

The response to the research to date has been very enthusiastic, noted **Doug McLeod**, IDC manager of Middle East Research. Several clients have already purchased the study and a number of others have indicated their intention to do so as soon as it becomes available.

The research breaks new ground for IDC, as well as the industry, said McLeod. "No company has ever completed research

-SEE PAGE 2

IDC

-FROM PAGE 1

of this scope in the Middle East. By investing in the region we send a very clear message to the global industry, as well as local companies: IDC believes the Middle East represents a long-term opportunity for growth."

McLeod recently toured the region to discuss the project with IDC's agents, as well as to meet with potential customers. He reported that "despite the doubts of many local executives, we are proceeding very well. Our preliminary analyses indicate that the hardware markets of the eight Middle East countries in our study total approximately $900 million in 1993."

McLeod and IDC are relying on key local personnel to complete the research in Egypt, Saudi Arabia, Turkey and the Gulf.

IDC's newest office — its 38th country office — IDC Turkey in Istanbul, has been a valuable contributor to the research. **Hakan Kaynaroglu**, manager of IDC Turkey, and **Mehmet Ali Altaca**, general manager of IDG Turkey, are coordinating the study.

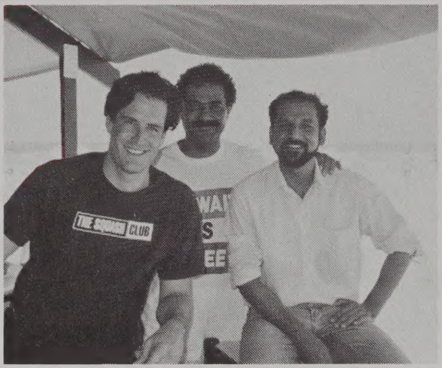
"Hakan's credentials in Turkey are impeccable. He has gained the respect of the entire local industry and, as one result, his analysis is excellent. Mehmet Ali's support has been very important as well," noted McLeod.

> *"Our preliminary analyses indicate that the hardware markets of the eight Middle East countries in our study total approximately $900 million in 1993."*
>
> - Doug McLeod

NO STRANGER TO ADVERSITY

In addition, IDC India has made an important contribution to the research. **Sanjeet Dabral**, who works in the Bombay office, has been assigned the difficult task of analyzing and sizing the Saudi Arabian market. "Sanjeet is doing a great job — he's meticulous, aggressive and inquisitive," said McLeod.

Fortunately, Dabral is no stranger to sizing country markets, even under adverse conditions. He was responsible for IDC India's analysis of the Iranian IT market this year. During his stay in Iran he was accused of spying and placed under house arrest when police officers discovered film that had been placed in his attache case. When it bacame clear the film was not his, Dabral was released.



IDC

(L-R) Doug McLeod, Aziz Abdullah (IDC's contractor in the Gulf States) and Sanjeet Dabral of IDC India, managed to steal a few hours to soak up some sun at a Dubai beach.

The incident demonstrates some potential problems of doing business in the region. Planning and forecasting amid comparatively unstable political conditions can be very difficult. For example, approximately $100 million of hardware was shipped into Kuwait during the 18 months following liberation. In 1993, the Kuwait hardware market willl barely total $40 million.

McLeod is confident the research will be a success. "When I heard the story about Iran, I thought Sanjeet was our man for Saudi. When I met him, I knew it was a good choice. One thing's sure: business in the Middle East is never easy. But with the right people and lots of hard work, anything is possible.

"These markets are among the fastest growing in the world and I expect that our business there will soon grow to be a very large contribution to IDC's overall success."

PlayRight

-FROM PAGE 1

parents are baffled. There's a lot of concern out there about whether video games are good or bad for kids. Our aim is to become a trusted resource for these parents looking to understand the video game generation and what titles are appropriate for each age group."

Laura Hertzfeld-King, editorial communications coordinator, is the newsletter's only full-time employee. Existing Infotainment World staff members are pitching in to handle the design, production, marketing and circulation of *Playright*.

WORD-OF-MOUTH PUBLICITY

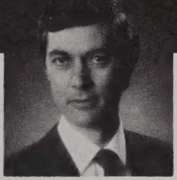
To keep costs under control, the staff is foregoing an expensive direct mail campaign in favor of a variety of creative word-of-mouth-type marketing efforts. McDermott has recently visited a number of national parenting and women's magazines including *Parents*, *Good Housekeeping*, *Working Mother* and *Family Fun* to pitch the newsletter and expects to see small write-ups in several upcoming issues. The Children's Television Workshop, producer of the Sesame Street show and magazine, was also on her rounds. McDermott also recently assisted *USA Today* in compiling a list of outstanding videos for the Christmas season. The article, which ran on December 1, carried a mention of *PlayRight* along with the toll-free subscription number. Plans are also under way to distribute the newsletter through schools and pediatricians' offices.

"The response to *PlayRight* so far has been tremendous," McDermott said. "Nobody else is doing anything like this, and there's a real need for this kind of information."

"Our goal at Infotainment World is to be the ultimate resource for information on electronic entertainment." noted McDermott. "With this newsletter we are expanding to serve another audience — the parents of video gamers. It's just another way of reaching out to all the people who are coming in contact with this medium."

On line

ASK KIRK



*IDC President **Kirk Campbell** takes a turn as this week's On line guest columnist.*

Q What growth rate is IDC projecting for the worldwide IT market in 1993?

A IDC forecasts that the global IT market will grow by only about 4% in 1993 mainly due to the continuing recessions in Europe and Japan. This increase will be almost the same as last year's increase of 3.4%. However, the U.S. market will continue to perform relatively well. The U.S. should grow by almost 8% this year compared with less than 2% in Europe and 1% in Japan. Of course, the highest growth rates will be in developing countries. For example, IT markets in China, India and Mexico will grow by 20% to 25% this year.

Q Every day I read in the newspapers about mergers of telephone, cable and communications companies and developing "information highways." What research is IDC doing on these topics?

A IDC analysts are researching many aspects of the convergence of the telephone, cable, communications and computer industries. Much of the research takes place at our subsidiary, LINK Resources in New York City. There we have a dedicated team of analysts focused on the latest developments in the consumer and home office markets, which is where many of the new products that will result from this convergence of industries are targeted. LINK has ongoing research programs which analyze and predict what is happening in markets such as electronic entertainment, home interactive services, consumer computing and mass market telecommunications.

IDC also sponsors multiclient-funded research studies in these emerging market areas. For example, LINK Resources has a multimedia programming study under way that examines consumer demand for home entertainment services. IDC also has just launched a major worldwide study titled "Building a Global Information Highway." We will be studying national IT infrastructure efforts in 12 to 15 countries in the Americas, Europe and Asia. This study will use IDC's unique ability to pull together consistent research on what is happening in national markets into a pathbreaking global study.

Q How large is IDC now in terms of revenues and how does that stack up vs. the competition and vs. other IDG companies?

A IDC's worldwide revenues per the FY 1993 consolidated financial statements were $50 million. However, this is a net revenue number which does not include the revenues of a number of our IDC offices overseas which are joint ventures with local partners. It also does not include IDC Government. The gross revenues for IDC worldwide are $60 million when all of these IDC research partners are included. This size makes IDC the second largest IT market research company in the business after Gartner Group. IDC is the largest company selling most of its research to IT vendor companies while Gartner Group sells mostly to IT end users. The other sizeable competitors of IDC are Dataquest, BIS Strategic Decisions and CI/InfoCorp.

Within IDG, I believe that IDC is the fourth largest business unit in terms of net revenues after *Computerworld*, *PC World* and *InfoWorld*. Of course, given the people-intensive nature of the research business, we have the highest number of employees.

Q What were some highlights from the recent IDC Global Accounts Council meeting? Do customers think IDC is meeting their needs?

A IDC invited 40 of its best customers from around the world to Boston to discuss how well IDC is meeting their needs and what we can do to improve. There were four main areas in which our largest customers would like to see improvements: 1) greater flexibility in how IDC packages its research; 2) more frequent market updates and greater detail on forecast assumptions; 3) greater global account coordination; and 4) continued improvements in electronic delivery.

As a result of the meeting, IDC is accelerating its efforts to make improvements in each of these areas. Is IDC meeting its customers' needs? To sum up— yes, we are doing a reasonable job but there is plenty of room for improvement. This represents an opportunity for us since we will be able to increase the value of our products and services in 1994 and raise prices as well!

Q It's my impression that non-U.S. IDC and IDG offices are involved in more collaborative efforts than their U.S. counterparts. Is that accurate, and if so, why?

A No, I do not agree. I believe there is approximately the same level of collaboration in the U.S. as there is outside the U.S. The level of cooperation really depends upon there being a business need in both the IDC and IDG business units.

There are numerous examples of collaboration in the U.S. The Marketing Services Division and *Computerworld* often invite IDC analysts to meet with their clients. *InfoWorld* has used merchandising credits to purchase IDC research for advertising customers. *PC World* publishes PC street pricing information from IDC. *Network World*, IDG World Expo and IDC jointly sponsor a major annual study of 500 companies' use of enterprise networking which is presented at ComNet each year. I could go on.

My impression is that about five years ago there was considerably less cooperation between IDC and IDG business units around the world. However, the collaboration has increased every year recently as each business unit strives to provide greater value to its clients.

MPI draws rave reviews from managers

Another 36 IDG employees attended the recent Management Publishing Institutes held Oct. 27-29 on the West Coast and Nov. 3-5 on the East Coast.

Over the course of the two- and-a-half-day programs, internal publishing experts shared their knowledge on topics including editorial, art and design, sales, production, circulation, business management, human resources and the role of the publisher.

Program evaluations were extremely encouraging, said **Tom Mathews**, director, compensation and benefits, and host of the East Coast MPI. "The West Coast program was rated 4.6 out of a possible 5, and the East Coast program was rated 4.8! These scores reflect the fact that we seem to be right on target in terms of satisfying our internal customers."

Below right: East Coast MPI: Front row (l-r): Tom Mathews (seminar host, IDG), Lisa Ryan-Bonfantino (International Publishing Services), Linda Nelson (*Computerworld*), Terri Bergstrom (IDC), Wendie Marro (IDG Peterborough), Pauline Smith (*CW*), Barbara Gefvert (IDG Peterborough), Nicole Kassel (IDG), Paul Calkin (IDG World Expo), Carolyn Marsan (*Federal Computer Week*), JoAnne Connelly (*FCW*), Jeff Pennett (*Network World*), Martha Stephens (MPI presenter, IDG). Second row: Mark Taussig (*PC World*), John Dix (*NW*), Carolyn Novack (*CW*), Susan Miller (*FCW*), Elaine Ouellette, (MPI presenter and participant, IDG), Agnes Vanek (*FCW*), Kelly Lynch (seminar host, IDG), David Sanders (MPI presenter, IDG), Joan Kelly (*Macworld*). Presenters not pictured: Chris Williams (IDG Books), Susan Petrie (IDG), Mary Marshall (*CIO*), Walter Boyd (IDG), Paul Gillin (*CW*), Chris Cuoco (*CW*), David Sanders (IDG), Gail Odeneal (*CW*), Deb Winders, (*NW*), Kevin McPherson (*CW*), Ken Kaplan (IDG World Expo).

IDG photos

Above: West Coast MPI. Front row (l-r): Ken Kainuma (IDG Japan), Cheryl Curbow (*PC World*), Christina Spence (IDG Central Services), LeeAnne McDermott (Infotainment World), Holly Klingel (Infotainment World), Tom Mathews (seminar host, IDG), Deb Branscum (*Macworld*). Second row: Nancy Grant (*InfoWorld*), Michele VanFleet (IDG Books), Karyl Scott (*InfoWorld*), Ian Ross (*IW*), John Sauer (Infotainment World), Alan Abrams (*PCW*), Kelly Lynch (seminar host, IDG). Third row: JoAnne Pirnik (*IW*), Madeleine Buckingham (IDG Central Services), Jim Martin (MPI presenter, *Macworld*), Linda Manes Goodwin (MPI presenter and participant, *PCW*), Jim Moody (*PCW*), Anne Nichols (*Macworld*). Not pictured are presenters: Charlie Babcock (*Computerworld*), JoAnne Hoffman (*Macworld*), Jim Casella (*IW*), David Ball (*PCW*), Bob Ainsworth (*IW*), Bernie Theobald (Marketing Services Division), and Donna Vieraitis (*IW*).

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New from Computerworld
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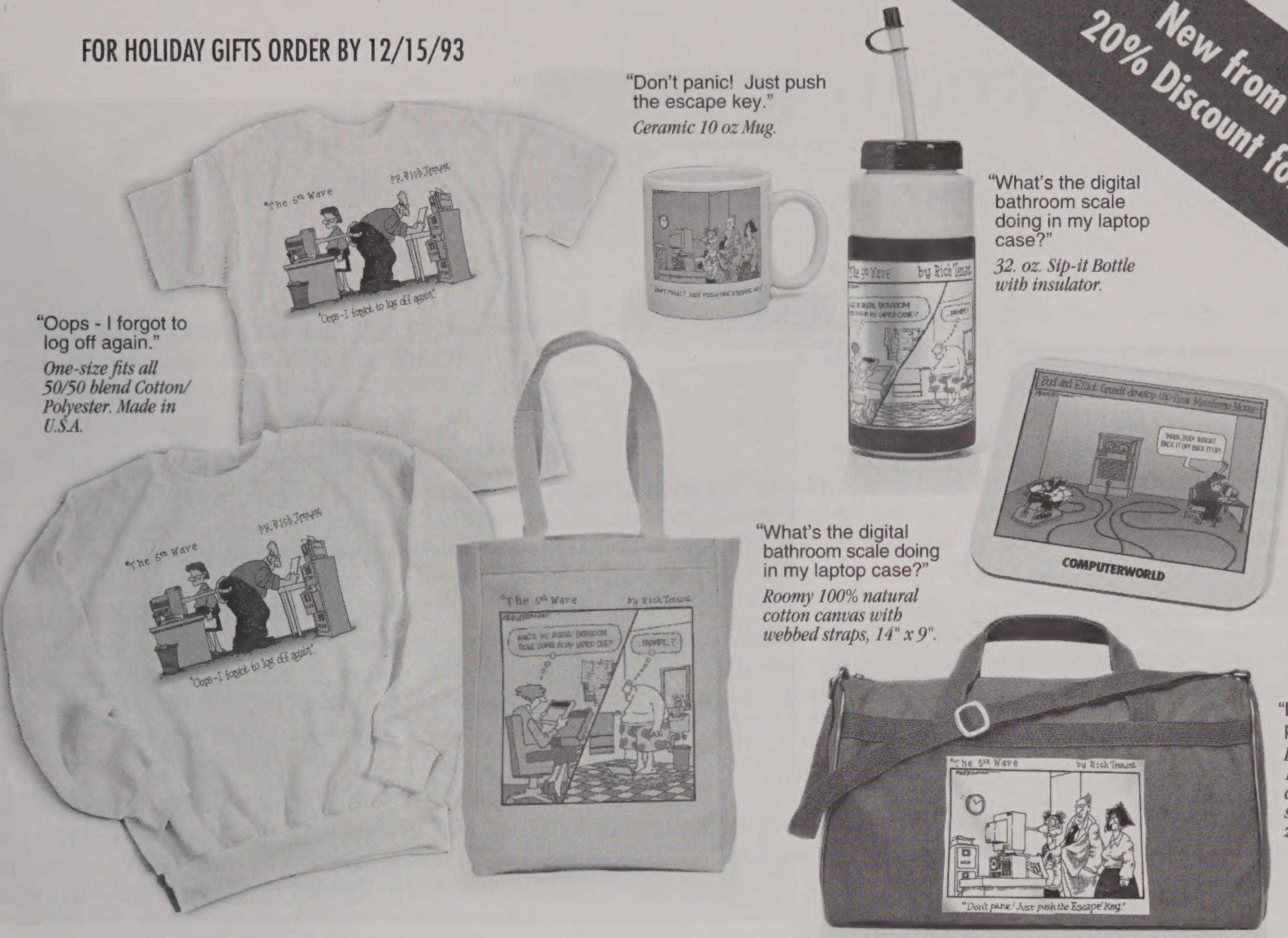
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The Newspaper of IS

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, December 6, 1993

The ***Job Opportunity Listing*** will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

AD TRAFFIC COORDINATOR (CIO)

Responsibilities will include Ad trafficking from Agency contact, handling and inspecting film, processing Ad transmittals in addition to providing quality control at the final film inspection. Candidate should be detail oriented and deadline sensitive. One to three years business experience preferred. Experience in a magazine, newspaper or graphic arts environment a plus.

ADMINISTRATIVE ASSISTANT - WEST COAST (IDC)

This position will provide administrative support to fourteen research analysts in the Mountain View, CA Regional Office. Responsibilities will include a variety of administrative duties including the arrangement of travel plans. The candidate will be responsible for the orientation of new analysts. Position requires strong organizational and interpersonal skills. Macintosh experience and the ability to manage multi-projects is necessary.

RESEARCH MANAGER - UNIX & AOE (IDC)

This position will provide competitive analysis of advanced operating environments with emphasis on OS and Middleware. Requires a BS CS/EE or the equivalent. Previous competitive analysis experience and strong written and oral communication skills are necessary.

DISTRICT MANAGER (FCW)

Ideal candidate will be responsible for selling and servicing accounts in the Midwest/Texas market. Five years advertising/sales experience required. Experience selling to the computer market preferred.

ASSOCIATE EDITOR (PCW)

The person in this position will edit and help plan articles for newsletters on various Lotus software applications. Candidate must have well-developed writing, editing, and reporting skills, as well as knowledge of 1-2-3 for Windows, Ami Pro, and Notes. Experience with QuarkXpress as well as a broad based business knowledge necessary. Candidate must be able to work independently, observe tight deadlines, and keep several projects moving at once. Position is located in Boston, MA. working with the Lotus Newsletters group.

TEST DEVELOPER (IW)

Infoworld's Reviews and Testing Department is looking for a Test Developer for its Systems Team. The Test Developer will develop test plans and testing criteria in addition to working within a team to produce Product Comparisons and Reviews.The qualified candidate will have 2-5 years of hands-on experience using and troubleshooting PC business applications, desktop operating systems, portable PCs and desktop PCs. Experience with tools such as MS Test and C programming skills are a plus.

NEWS EDITOR (IW)

InfoWorld is looking for an experienced, decisive, assertive journalist who wants to manage a staff of writers and editors who cover the fast-paced world of personal computer product news. Must have at least 8 years journalism experience with at least 3 years management experience. Computer journalism background and a knowledge of the personal computer industry and its products is essential. Daily or weekly experience preferred. Daily newspaper background a plus.

ART DIRECTOR (INFOWORLD DIRECT)

Candidate must produce quality artwork using the Macintosh and must be skilled in using QuarkXpress for the Mac to create and execute layouts. Color scanning experience necessary. Individual will assign and work with contract artists and photographers, design pages and manage the budget. Business or computer magazine experience a plus. Four years magazine art-department experience necessary.

PAGE LAYOUT TECHNICIAN (IDG/B)

Individual will be responsible for page layout of new books, including text and graphics. Must have basic Macintosh skills and a thorough knowledge of Aldus PageMaker. Working knowledge of Microsoft Word, Adobe Photoshop and Aldus Freehand is necessary.

Job Opportunities

Revised: December 6, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Research Assistant	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG/IPS	Receptionist	IDG Int'l Pub. Svcs., Boston, MA	L. Ryan-Bonfantino	(617)423-9030
IDG/IPS	PR Service Administrator	IDG Int'l Pub. Svcs., Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Marketing Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thonmpson	(508)935-4531
WEC	Budget Analyst	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4735
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Research Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Administrative Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Admin. Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
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NW	Reporter	Framingham, MA	P. Desmond	(508)875-6400
NW	Account Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Rochelle Park, NJ	C. Lasker	(201)587-0090
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NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
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CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
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CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
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IW	Art Director	Infoworld Direct,Peterborough,NH	D. Vieraitis	(415)312-0566
IW	News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (1)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	Indianapolis, IN	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Associate Editor	*PC World*, Boston, MA.	B. Thompson	(508)935-4531
PCW	Assistant to the Editor-In-Chief	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Test Center Coordinator	*PC World*, San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Features Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IFTW	Assistant Managing Editor	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

SunWorld '94 team takes five

During a break from planning the SunWorld '94 Conference and Exhibition, the SunWorld Advisory Board visited the Toyota Monterey Grand Prix in Laguna Seca, Calif. The group learned how Penske racing cars are designed with Sun workstations and Computervision CAD/CAM software and saw the race cars in action. After visiting the Penske garage, the SunWorld team took full credit for the Penske cars placing No. 1 and No. 2 in the race!

SunWorld '94 will be held June 14-16 at the Moscone Center in San Francisco, and a special plenary session will feature technical designers from the Penske, Ferrari and McLaren racing teams.

SunWorld

(Left to right, World Expo employees unless otherwise noted): Janet Morita, Susan Finnegan, Sun Educational Services; Rick Mears, driver for the Penske Racing Team; Jeff Silha; Jackie Murphy; Andrew Roger; Marty Coleman, Sun; Kathleen Norton; Larry Tom, Computervision Users Group; Gabi Reyes; Junne Moy, Sun; Greg Xenakis, Xenakis Marketing & Communications; Susan Siegal, Sun; Tracey Hoskinson, Sun; Frank Henderson, Control Data Systems. Other IDG SunWorld advisory board members not pictured: Nancy Battey and Vicki Brown, IDC, Mark Cappel and Michael McCarthy, *SunWorld*.

Reminder: Holiday Giving Trees

The IDG Chairman's Council is sponsoring Holiday Giving Trees at all Boston-area business units. The trees will be decorated with ornaments containing a child's name, age, family code and a desired gift. Employees wishing to participate are urged to select one or more ornaments from the tree, purchase the gift indicated, wrap it, attach the tag and place the gift under the tree.

Gifts will be picked up on Wednesday Dec. 15. Volunteers will sort the presents by child and family for distribution. The goal is to collect gifts for some 250 local children and their families.

If you would prefer to make a cash donation, checks can be made payable to SMOC and sent to Dana Miller at IDC Human Resources. If you have questions, call Dana at 617-935-4133.

Employees give generously to aid local groups

World Update

***Network World*'s Scott Finlay (r) and Mark Ingasiola of the AIDS Action Committee survey a portion of the items collected in the recent Caring by Sharing drive.**

Once again, IDG employees responded with enthusiasm and generosity when presented with an opportunity. The recent Caring by Sharing donation drive, sponsored by the IDG Chairman's Council and intended to benefit the AIDS Action Committee, a women's shelter and a community program for troubled and homeless youth, yielded an overwhelming collection of clothing, appliances, linens, food and childrens' toys, according to organizers **Scott Finlay** of *Network World* and **Nancy Ferguson** of IDG World Expo.

"The drive was even more successful than we had hoped," Finlay said. "We spent three or four days running around just picking up boxes from all the local business units."

Finlay and a group of volunteers then spent a weekend sorting through all the items, which will be distributed shortly.

Noteworthy !

PROMOTIONS

Federal Computer Week's **Tony Calamaro** has moved up from Mid Atlantic regional sales manager to Eastern sales manager.

TRANSFERS

Luis Camus, previously assistant managing editor at *Macworld*, has accepted the managing editor post at *PC World*. Originally hired at *Macworld* in 1987, his responsibilities also included serving as senior production editor. Luis has a BA in English from the University of San Francisco and an MA in creative writing from Stanford University.

NEW EMPLOYEES

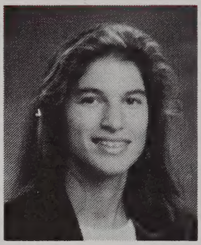
Jo Rainie Rodgers, director of online services at *InfoWorld* from 1988 to 1992, has signed on as operations manager for Electronic Marketplace Systems. She has an MBA in international business and an MA in anthropology from California State University/Hayward. When she's not at IDG or working as a college professor, Jo enjoys collecting and playing ethnic folk instruments.

■ ■ ■

Ariane Casey has been hired as Mid Atlantic district manager for *Federal Computer Week*. She was most recently telemarketing sales manager for *Windows User* and before that served as district manager for *Byte*. A passionate fan of the New York Rangers hockey team and member of the Brooklyn Mediation Volunteer Program, Ariane has a BA in general studies from the University of Maryland.

■ ■ ■

After serving as an intern in IDC's Services Research Group since July 1992, **Ellen Hersh** is now officially on board as an analyst. She's focusing on building a new research service that covers the IT training and education industry. Before joining IDG, Ellen taught English, history and a variey of other classes as a public school teacher in California. She has an MA in education from the University of California/Berkeley and San Francisco State University and enjoys running, cooking and being a sports enthusiast.



Hersh

IDC

■ ■ ■

Kim Martin has signed on as World Expo's exhibit service coordinator for Object World. She was previously a sales assistant at Freeman Decorating Co. in Braintree. Kim has a marketing degree from New Hampshire College and enjoys hiking and reading in her spare time.

Martin

World Expo

Also at World Expo, **Tina Giakoumis** is the sales support coordinator for the domestic and international exhibit sales department. She came to IDG in March as a temporary telemarketer and moved to exhibit sales in August. Tina has a BA in psychology from Siena College and lists cooking, biking and music among her interests.

■ ■ ■

Western Regional Sales Manager **Kristan Kleinhans** is selling TIS and Lease Planning Services in the swath of territory between Alaska and Texas. She was most recently an account executive with New Science Associates. Kristan has a BA in political science and international relations from the University of California/Santa Barbara. When she's not in an airplane, she enjoys playing tennis, gardening and catching up with friends.

■ ■ ■

Senior Writer **Adam Gaffin** is a new member of *Network World*'s Client/Server Applications section. A staff reporter at the *Middlesex News* for more than 10 years, Adam has covered a number of beats and written a computer column since 1988. He has also developed an Internet-based information service for newspapers and is the author of a book-length online guide to the Internet. Gaffin is a graduate of Brandeis University.

■ ■ ■

Most recently editor of *Workstation News*, a monthly magazine published in Austin, Texas, **Michael O'Connell** has joined *SunWorld* as its editions editor. When *SunWorld* makes its transition to *Advanced Systems* next year, O'Connell will be involved in the first Sun-related edition in February and other special editions as they are developed. He has a BA in English from the University of Texas/Austin and can be found haunting bookstores and enjoying live music in his free time.

■ ■ ■

Publish welcomes Senior Copy Editor **Rebecca Neeley**, who previously served as managing editor of the *Leonardo Music Journal*. She has degrees in painting and art education from the University of Illinois and spends her off hours working on her art.

■ ■ ■

Multimedia World has hired **John Singer** as a marketing intern. John is majoring in journalism and minoring in marketing at San Francisco State University and enjoys skiing and fly-fishing.

■ ■ ■

Previously an administrative assistant at the California Medical Association, **Heidi A.Z. Wolff** is working in the same capacity for *PC World*'s editorial department. She has an MA in creative writing from Hollins College and enjoys writing short stories in her spare time.

■ ■ ■

Most recently in charge of technical columns as a senior editor at *PC Magazine*, **Trudy Neuhaus** now holds the same title at IDG Programmer's Press, a division of IDG Books in Braintree, Mass. She has a BA in English from Fairfield University.

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Claudiney Santos - IDG Brazil

FIFTEEN YEARS
Michael Lowe - InfoWorld
Diane Utano - IDG

THIRTEEN YEARS
Francois Chaussonniere - IDG France

ELEVEN YEARS
Dennis McLeod - Macworld
Adrian Mello - Macworld

NINE YEARS
Christopher Glenn - Computerworld
David Pronenko - InfoWorld

EIGHT YEARS
Julien Pottier - IDG France

SEVEN YEARS
Jeff Berlin - PC World
Debra Guilfoyle - InfoWorld

SIX YEARS
Harry Versen - SunWorld
Nicky Bradley - IDC U.K.
Mary Marshall - CIO
Allison Stamm - IDG

FIVE YEARS
Maryann Doolin - IDG

FOUR YEARS
Björn Lorentzi - IDG Sweden
Jean Kolak - Computerworld
Dianne McNeil - CWDD
József Nemess - IDG Hungary
Anikó Rusznák - IDG Hungary
Sharon Chin - InfoWorld
Anne Kaliczak - InfoWorld
Virginia Pohlman - IDG
Carolyn Marsan - Federal Computer Week
Chip Zaborowski - IDG World Expo
Susan Granata - IDG World Expo

THREE YEARS
Jorge Garrido - IDG Argentina
Fernando Garcia - IDG Spain
Thien Gilbert - IDG France
Kate Orrange - InfoWorld
Beverly Davis - Network World
Maria Lanzillotti - IDG
James Hussey - Federal Computer Week

TWO YEARS
Eva Villalba - IDG Spain
Cristina de Hoyos - IDG Spain
Mar Cabanas - IDG Spain
Juliana Caurio - IDG Brazil
Mária Fátrai - IDG Hungary
Donna Duell - Infotainment World
Kelvin Gee - Macworld
Suhail Kawar - InfoWorld
Laura Wonnacott - InfoWorld
Walter Manninen - CIO
Kristen Farese -IDG
Ellen Sifferlen - IDG

ONE YEAR
Ken Blaylock - PC World
Marcelo Feitosa - IDG Brazil
Mihály Sipos - IDG Hungary
Genevieve Bryant - IDG Books
Laura Mascharka - Network World
Toni Clayton -Network World
Tina Pescaro - IDG World Expo
Deborah Lively - CIO
Tokehiko Yamamoto - IDC Japan
Kayo Uchida - IDC Japan
Miyuki Arai - IDC Japan

Chairman's achievers

Judy Schultz
Classified Computer Careers Coordinator
Computerworld

Judy Schultz was recently nominated as a Chairman's Achiever for her hard work and great success as a member of the IDG Chairman's Council. As a volunteer on this council, Judy was responsible for conceiving, organizing and managing the recent enormously successful "Operation Cranberry Sauce," which raised over $2,300 to provide some 200 needy local families with a Thanksgiving meal.

Judy expended a great deal of her free time on this event, which has put IDG in the forefront of Boston's MetroWest community as a caring, involved company whose employees are willing to give of their time and resources to improve the quality of life for those in the community in which we operate. "This type of event gives IDG's current and prospective employees one more reason to be proud to be a part of IDG," read her nomination.

Schultz

Managers interested in nominating an employee as a Chairman's Achiever may request a nomination form from IDG headquarters at fax: 617-859-8642.

Address changes

IDC Japan has moved to:

5-8-11, Minami Aoyama
Minato-ku, Tokyo 107
Japan

Telephone: +81-3-5467-4301
Fax: +81-3-5467-4309

* * *

IDG New Zealand has moved to:

Level 8
246 Queen Street
Parnell, Auckland 1
New Zealand

Phone and fax numbers remain the same.

Do-er's profile

Esther Engelmann

- **HOME:** Zurich

- **PROFESSION:** Advertising Manager, *Computerworld Schweiz* and *Schweizer PC-Katalog*

- **JOINED IDG:** October 1990

- **BEST PART OF YOUR JOB:** Everything!

- **LATEST ACCOMPLISHMENT:** Developing the rate card for our new advertising section.

- **OUTSIDE INTERESTS:** Reading novels and comic books for adults.

- **ANOTHER PROFESSION YOU'D CHOOSE TOMORROW:** I would own a comic-book store.

- **ITEMS YOU'D BUY ON A LIMITLESS SPENDING SPREE:** A Jaguar and a new Macintosh computer.

- **WHAT FAMOUS PERSON WOULD YOU CHOOSE TO SPEND ONE DAY WITH?** Mikhail Gorbachov

- **WHAT TALENT DO YOU WISH YOU COULD HAVE DEVELOPED EARLIER IN LIFE?** Singing professionally.

- **WHERE WOULD YOU LIKE TO GO THAT YOU'VE NEVER BEEN?:** Scotland

- **BEST MOVIE SEEN LATELY:** *Thelma and Louise*

World Update

- **BEST BOOK READ IN THE PAST YEAR:** *Black Moon* by Dean R. Koontz — he's my favorite writer.

- **PETS:** My cat, Jessica.

- **MANAGER'S PROFILE:** "One customer said to me, 'With Esther I feel like I am in good hands.' In fact, Esther serves our advertisers in a very efficient and dedicated way in terms of not only sales but also sales service. She makes the impossible possible in a very creative way."

- Gebhard Osterwalder, general manager, IDG Switzerland

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

IDG Books' "*for Dummies*" series takes Europe by storm

- PAGE 2

***Network World* seeks overseas IDG marketing partners**

- PAGE 2

Ecuadorian licensee hosts record-breaking 11th annual expo

- PAGE 4

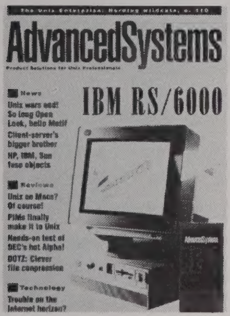
IDG *World Update*

VOLUME 23, NUMBER 50

DECEMBER 13, 1993

Integrated Media to take wraps off *Advanced Systems*

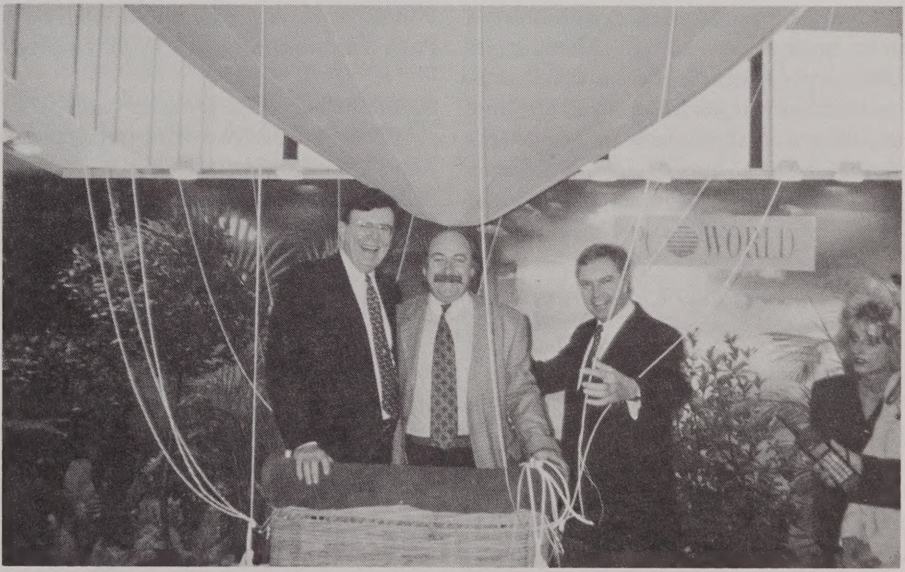
Capitalizing on the rapidly evolving market for RISC-based Unix workstations and servers, Integrated Media announced that it will begin publication of *Advanced Systems*, a monthly, product-oriented publication focused on the needs of large corporate environments. *SunWorld* magazine will continue publication as a supplement to *Advanced Systems*, providing Sun Microsystems customers with Solaris and SPARC-specific editorial coverage.


AdvancedSystems
Product Solutions for Unix Professionals
IBM RS/6000
News
Unix wars end! So long Open Look, hello Motif
Client-server's bigger brother
HP, IBM, Sun fuse objects
Reviews
Unix on Macs? Of course!
PIMs finally make it to Unix
Hands-on test of DEC's hot Alpha!
DOTZ: Clever file compression
Technology
Trouble on the Internet horizon?

IDG research shows that the market is ripe for *Advanced Systems*. During 1991 and 1992, difficult years for the computer industry as a whole, the U.S. workstation/workstation server market grew 40.5%. Commercial applications accounted for nearly half of those sales. As mainframe and minicomputer sales declined by 37.9% and 51.6%, respectively, between 1988 and 1992, workstation/workstation server

-SEE PAGE 7

IDG flies high at Eastern Europe's largest computer exposition



IDG Czechoslovakia

Pat McGovern, Vladimir Tichy and Gunnar Küchler, vice president of European operations for IDG World Expo, check out the hot-air balloon at the *PC World* booth. *PCW* Editorial Assistant Sárka Studená (in black) looks on.

IDG maintained a high profile on many levels — both literally and figuratively — at Invex Computer '93 in Brno, Czech Republic, held earlier this fall.

Invex, which in three years has grown to be Eastern Europe's largest computer exposition, is produced as a joint venture by the Brno Exposition Authority and IDG World Expo. This year's floor space covered more than 35,000 square meters, a 139% increase over the size of the show floor in 1991.

IDG Czechoslovakia had one of the largest and most prominent booths of the close to 1,000 exhibitors representing 11 countries. The two-story facility housed a reception center for customers, a theater where industry experts gave talks on tech-

-SEE PAGE 4

'Dummies' translates as 'sales' in any language

IDG Books' "*...for Dummies*" series is conquering European computer book markets with the same success enjoyed in the U.S. The working of the titles may be different, but the trademark yellow and black covers are the same, and so are the sales results.

DOS dla Oprnych was one of this year's top-selling computer books in Poland; in fact, it reached the top of the country's non-fiction bestseller lists. Not surprisingly, Polish publisher ReadMe is rushing other IDG Books' titles to market. The Polish edition of *PCs for Dummies* was published Sept. 25; *UNIX for Dummies* appeared Oct. 4. Both titles debuted at the recent Frankfurt International Book Fair.

Meanwhile, Editions Sybex's "*...Pour les Nuls*" have become the hottest computer book series in France. Readers of IDG's *InfoPC* and *Golden* can obtain copies of *PCs Pour les Nuls* and *Macs Pour les Nuls* as premiums when they subscribe. *InfoPC* and *Golden* Publisher **Jacques Tillier** is pleased with the initial reader response and is looking to extend the offer to subscription renewals.

These are just two of the more than 20 foreign markets in which IDG Books' "*...for Dummies*" series is being published, making these "references for the rest of us" the references for the rest of the world!

Thanks to Mark Mikulich, foreign and subsidiary rights manager for IDG Books, for contributing this article.

IDG Books

Publisher ReadMe presented IDG Books' Mark Mikulich (center) with the first Polish copies of *UNIX for Dummies* and *PCs for Dummies* at the Frankfurt Book Fair. Their edition of *DOS for Dummies* is a national bestseller.

NW seeks overseas IDG partners to market NetDraw

Eager to share the success of its latest ancillary product, *Network World* is looking to expand into foreign distribution with the help of other IDG publishing units.

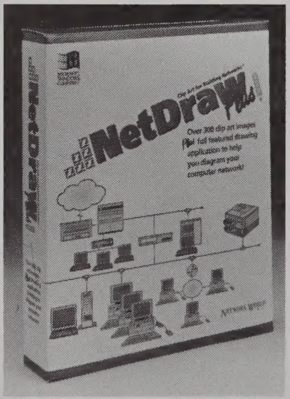
Since early November, *Network World* has sold close to 250 copies of NetDraw Plus, a drawing program that helps IT managers professionally diagram and document their networks. The program fully integrates NetDraw 2.0, an expanded version of networking clip art that *Network World* introduced in June 1992. NetDraw Plus incorporates a WindowsDraw application from Micrografx; users can buy either the full NetDraw Plus package for $199.95 or just the enhanced NetDraw 2.0 library for $129.95.

According to **Bill Reinstein**, director of new business development, *Network World* has invited IDG business units outside the U.S. to serve as NetDraw distributors and promote the items to their readers. IDG affiliates can get a graduated discount of 40% to 55% depending how many packages they buy over time. IDG publications would run ads — as fillers at little or no cost — and handle orders and fulfillment. They would determine the best price for their market and retain the profits.

ACT AS CONSULTANTS

"We're ready to serve as consultants for advice about promotion and inbound calls," Reinstein added. Due to the user-friendly nature of the product, questions are typically quite basic and easily handled by nontechnical staff.

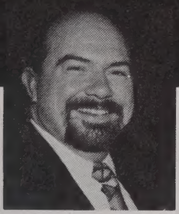
Reinstein is optimistic about the demand for the packages by users whose first language is not English. The clip art library is language independent, and although the menus and manual for NetDraw Plus are in English, Reinstein has been told that many potential users would probably know enough English to get through the basics.



Network World Canada is the first publication to sign on for the "NetDraw/IDG Resellers Program," and Reinstein said several others have also expressed interest. Anyone who would like more details about NetDraw products or the resellers program should contact Reinstein at telephone 508-875-6400, fax 508-820-1283, or BusinessTalk box B.Reinstein.

On line

ASK MARTIN



Martin Taylor, general manager of IDG New Zealand and winner of the 1993 Chairman's Cup for overall managerial excellence, takes a turn as this week's guest columnist.

Q What factors have conspired to make FY93 the best year in your company's history?

A First, all three major product lines — *Computerworld*, *PC World* and Expo [the expo division]— achieved clear leadership in their respective markets and the profitability that follows. In particular, *PC World* moved from investment mode to sound profitability and both *Computerworld* and our expo business delivered very good margin gains. Second, New Zealand's economy began to improve and with it the fortunes of many of our advertisers. Throughout the recession—which began earlier in New Zealand than in the rest of the world—we have had an active strategy of diversifying our revenue base. As a result, we now have many excellent products to lure those emerging dollars!

Q What's the new fax-back service and how is it working?

A Our fax-back service will be launched in the first calendar quarter of 1994. Initially, it will be an electronic directory with detailed product information available to computer buyers via a toll-free service. Advertisers will supply the information and will pay a small per-call charge. We will cross-promote the electronic directory (including instructions on its use) through our own print-based directories and other publications. We will also encourage advertisers to run their unique fax-back access numbers on all their advertising as a kind of electronic reply coupon. We have chosen fax-back technology because at present it is the most widely available and easy to use on-line system. Anyone with a phone and fax can use it. We want to reach a broad cross section of computer buyers, from computer professionals to small business and home office purchasers and plan to add other information products over time.

Q Do you compete with IDG Australia publications, or vice versa? Conversely, do the two publishing operations have any cooperative ventures?

A Our markets are different, particularly from a computer buyer's perspective, so the two IDG operations "down under" reflect this with separate publications. However, we keep in close touch and to facilitate cooperation have set up a regional review board that also includes IDC. Among other things, we are looking at ways to respond to a couple of Australian publishers who have begun producing combined Australia/New Zealand editions. Of course, if there appears to be a market for such a combined publication, IDG New Zealand and Australia will be in a strong position to compete in that sector too.

Q What's your competitive environment like?

A IDG dominates the New Zealand IT publishing market with its three publications, *Computerworld*, *PC World* and the bi-monthly *Computer Listings*. New Zealand's prolonged recession has been effective in eliminating most other IT publications with five having failed in that period. Only one dedicated IT magazine remains but there are several newspaper supplements, one of which is distributed nationally and is a tough competitor for *Computerworld*. With New Zealand pulling out of its recession, we expect new competition to emerge. The limited size and the maturity of the New Zealand market have pushed us to expand our product offerings outside traditional display advertising which now accounts for less than 40% of our business. On the exhibition front, Computerworld Expo now operates in two locations and has become the largest computer exhibition in the country.

Q Which areas of the world are your readers interested in?

A Our readers want technology coverage from a New Zealand perspective, so quality coverage of the local market is one of our critical success factors. But our readers are very interested in international developments, primarily in the U.S. market, which is the source of most technology sold in New Zealand.

Q What new projects are you planning in1994?

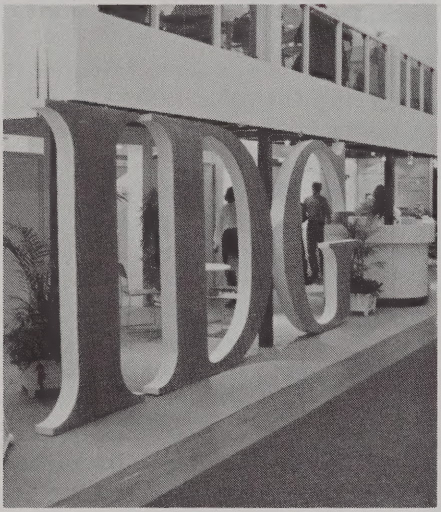
A In 1994, our emphasis will be on two areas. First, we will experiment with electronic products using "lowest common denominator" methods of distribution to reach the widest possible audience. One is the fax-back system mentioned earlier. We also plan some electronic publications using floppy disks as the distribution medium. These too will be directory-type products, including an electronic edition of our 1994 *Computer Industry Directory*.

Second, we will produce some special publications, typically aimed at providing information to groups that may not be well serviced by us at present. In February, *PC World* will publish its first "Absolute Beginners" guide to buying a PC. We plan to repackage and reissue this on a regular basis and to distribute it through channels that will reach first-time buyers. Repackaging will allow us to use the same core editorial product for slightly different markets such as education or private label deals with PC sellers.

Computerworld will publish a quarterly *Network World* starting in March, and we're also talking to a leading business publisher about a joint venture project to reach business managers. Our expo division is looking at ways to bring computer exhibitors to a number of trade and consumer shows run by other organizers. We view alliances outside the computer industry as an important strategic direction.

Exposition

-FROM PAGE 1



IDG Czechoslovakia

In addition to the main booth, the company had a presence in three other pavilions with booths for *Computerworld*, *PCW* and *Elektronika*.

nology trends, a display of *CW Czechoslovakia*'s on-line services and a presentation on each of IDG's local publications. In addition to the main booth, the company had a presence in three other pavilions with booths for each publication.

HUGE CROWDS

The *Computerworld* booth drew huge crowds with prize drawings every hour by a popular TV personality. The *PC World* booth featured a hot air balloon ready to take off to demonstrate the new wireless PC networks, and the *Elektronika* booth demonstrated computer animations and simulations.

Close to 1,000 new IDG subscribers signed up during the show, and approximately 250 subscriptions a week have continued to flow into the circulation department.

Vladimir Tichy, chairman of IDG Czechoslovakia, said the company's presentation at Invex enhanced IDG's position as the country's leading source of information services on information technology. Consequently, Tichy said he expects IDG Czechoslovakia's market share to increase from 70% to more than 80% by the end of the current fiscal year.

IDG Chairman **Pat McGovern** said the huge crowds at the show were evidence of the enthusiasm for computers and communications in the Czech Republic. "The IDG team in Prague, through their fine talent and hard work, have established the publications and services of the company as the most widely read and respected in the Czech Republic."

The company has nearly doubled in revenue each year and is now IDG's largest business unit in Eastern Europe.

During the show, the editors-in-chief of *Computerworld* and *PC World* were also selected to serve on the panel that chose the top nine computer products of the year. *Computerworld* also prepared a special free show guide for the more than 100,000 visitors.

Ecuadorian licensee hosts record-breaking 11th annual expo

Ecuasistem

***PC World Ecuador*'s Rafael Roldan (left) and Gabriel Oriheula flank the "Queen of Quito" at the COMPU '93 ribbon-cutting as the mayor of the city, Jamil Mahuad, and the fair's directors look on.**

With the opening of the 11th International Fair for Computers and Related Equipment on Oct. 25, COMPU '93 began a week of highlighting the use of information technology in Ecuador. The show was founded by IDG's licensee in Ecuador, Ecuasistem, publisher of *PC World Ecuador*, COMPU's official publication.

During the week, the Quito Expo Center devoted its entire space to the new merchandise the 165 exhibitors brought to the fair. Computers, software, peripherals, communications equipment, supplies and services were the focal point for the more than 60,000 visitors. Both the exhibitor and attendee figures were record-breaking marks for the show.

In his greetings, COMPU '93's President **Rafael Roldan** reflected the optimism of the fair's management team. "COMPU '93 continues our faith in the progress of the IT sector in Ecuador," he said. "The material being shown at the expo is a reflection of the advances of the Ecuadorian economy. The variety of the products presented is a sign of the scope of the demand and of the areas of incursion by IT and telecommunications in the country."

IDG HR Update

YOUR HUMAN RESOURCES NEWS SOURCE
NOVEMBER/DECEMBER 1993

Management for dummies

by Martha L. Stephens, Vice President, Human Resources

First of all, I gratefully acknowledge John Kilcullen and IDG Books for their amazingly effective title. Secondly, managers aren't dumb. They are 1) very busy and 2) human. What that means is that managers have limited time (like all of us) and sometimes make mistakes (like all of us). Given that, how can we make it easier for managers to apply good management principles?

Lists are good. They simplify and help us remember. So, here's my "Big Eight" list for managers — and employees too.

1. MANAGERS ARE PEOPLE, TOO

Managers have a certain role to fulfill in an organization. That doesn't make them better human beings — it simply means they have a different job to perform than, say, non-managers.

People in positions of authority have an obligation to those they lead or manage to work at being better human beings. Abraham Lincoln once said, "To test a man's character, give him power."

2. IT'S EVERYONE'S JOB

As we all know, quality editorial, exceptional research and successful shows make the sales job much easier. In much the same way, quality performance contributes to good management. Part of "star" performance is the ability to be "self-managing."

That's what empowerment is all about — choosing ownership, choosing responsibility for one's actions and decisions, and choosing to make a difference. Sure, sometimes that may not be easy, but in my years of work experience, I've never seen a star held back for long, regardless of the person's manager. There are people who choose to make their own path, and they do, with or without the help of their manager.

Besides, if you are managing yourself, your boss can spend more time on leadership activities, which is better for you and the organization as a whole. A self-managing team enables a manager to focus his/her own work more appropriately. Given the limited time every manager has, this should be seen as a blessing.

3. PAY ATTENTION

Managers define what needs to be done and allocate resources to accomplish those objectives. That requires managers that know what needs to be done. And that information

- SEE BACK PAGE

ASK HR

Q **Does IDG offer smoking cessation benefits?**

A There are a range of benefits available to IDG employees to assist them in kicking the habit. Participants in the IDG medical plan, administered by John Hancock, are eligible to receive benefits paid at 50%, up to a calendar year maximum of $100, and a lifetime maximum of $500. To qualify, the treatment must be provided by a hospital certified program.

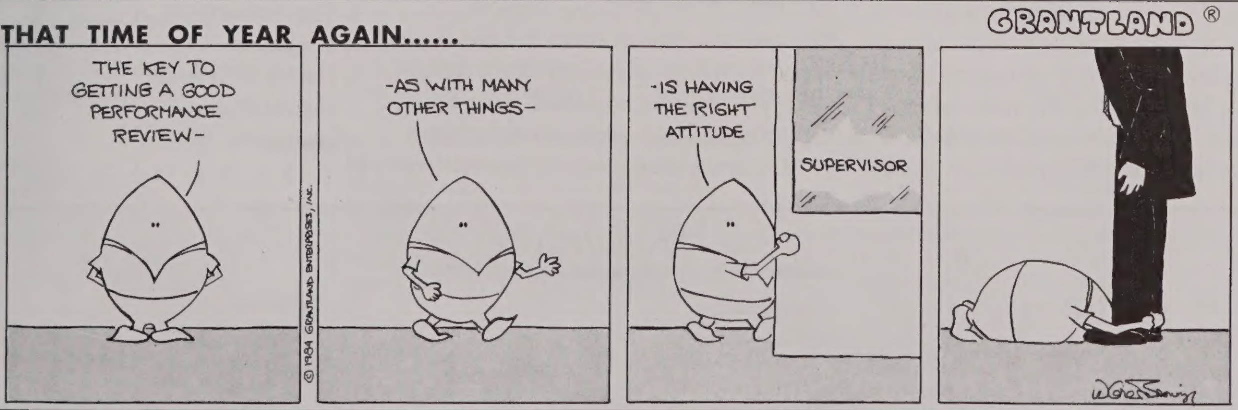
Many HMOs offer programs, and employees may be eligible to participate even if they are not a member of the HMO. Offerings and participation fees vary by HMO, so check with the HMO in question concerning eligibility.

Additionally, many IDG business units have sponsored various smoking cessation programs, like Computerworld's "For the Health of It" program. Check with your Human Resources representative regarding programs in your area.

And don't forget, New Year's is a great time to add one more resolution to your list!

- SEE BACK PAGE

IT'S THAT TIME OF YEAR AGAIN......


GRANTLAND®
THE KEY TO GETTING A GOOD PERFORMANCE REVIEW-
-AS WITH MANY OTHER THINGS-
-IS HAVING THE RIGHT ATTITUDE
SUPERVISOR
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Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Dummies

- FROM FRONT

only comes by paying attention to your customers, your employees, the marketplace, the social and technological trends in the larger world. It requires a "big picture" perspective, the ability to integrate lots of data into meaningful patterns and to respond appropriately to that information.

A manager should facilitate gathering information from a variety of sources, especially from customers and employees. If your advice isn't requested, offer it anyway. Appreciate the fact that we all have opinions, and yours may or may not be acted upon every time you give it. So what? At least you'll have been responsible about sharing your ideas.

4. TELL THE TRUTH

I believe you can tell anyone anything, as long as you genuinely have their best interests — and those of the team of people you manage — at heart. Tell people where they stand and offer praise and/or support. Remember that the truth isn't good or bad, it just is. Don't make empty promises or you will find yourself with a staff of cynics — and justifiably so. It is often said in labor circles that management gets the union it deserves.

5. MIND YOUR MANNERS

Often when planning management training, I think we should add a course on manners. I'm not implying that all managers need "Manners 101," but there are some who do. Simple courtesies are an important aspect of civilized living — at home and at work. Being gracious is an outcome of being humble. We can (and should) eat a slice of humble pie with every promotion. Managers do play a key role in an organization's success, but it is only one role; definitely necessary, but by itself not sufficient. *Every* role is critical to the success of the organization or it shouldn't be a role to begin with. Remember: say "please," "thank you" and "excuse me."

6. SHARE

Managers should share information, share recognition and share the rewards. (To do the third may require a second helping of humble pie. Eat it.)

7. HANG TOUGH

Management requires stamina. Persistence and hope are critical to being a successful manager. Managers should readily admit their mistakes, ask forgiveness if they have hurt others, and move on.

I learned some important lessons about hanging tough while growing up in Texas: "pick yourself up, dust yourself off, and climb back on." Don't give up. You can do it.

8. NEVER FORGET THE CUSTOMER

One of the jobs of sales people is to demonstrate value to the customer. They must also get commitments from customers to purchase, but everyone can demonstrate value to the customer. The editorial copy we write and research we do, the readers and attendees we deliver, the way we answer the telephone, the accuracy of the billing, are all ways value can be delivered to a customer.

Managers should always be on the lookout for new ideas or activities. Managers should also always ask, "How does that benefit the customer?" This is a good reality check to prevent seemingly good ideas from becoming distracting activities. If you can't answer the question, question the value of the idea.

ALL I EVER NEEDED TO KNOW...

The dummy within us wants it to be simple. I hope this list will help simplify the complicated task of managing others. Of course, I am assuming competence in one's field.

Management texts and MBA models have much more sophisticated ways of delivering this information. But like many a technical manual we have read, they can be long, boring and so convoluted it's hard to remember the key lessons.

Customer focus, competence, courtesy, common sense, personal responsibility, the application of democratic principles, and respect for others are the essence of good management.

Ask HR

- FROM FRONT

Q Would it be possible to convert the see-through windows on our paychecks to a recyclable material?

A The IDG Chairman's Council's Environmental Task Force is very supportive of recycling efforts taking place within IDG. We have asked our payroll vendor, ADP, to look into this question. ADP does not have immediate plans to change its current practice, however, it is sending the request to its corporate office in anticipation of similar requests. They express an appreciation for our inquiry and hope to be able to comply in the near future.

PAY PRACTICES AROUND THE GLOBE

Can you match the country with its average hourly labor cost?

1. Canada
2. France
3. Hong Kong
4. The Netherlands
5. Singapore
6. United Kingdom
7. United States

A. $3.89
B. $5.00
C. $14.69
D. $16.17
E. $16.88
F. $17.02
G. $20.72

Answers:

1. F, 2. E, 3. A, 4. G, 5. B, 6. C, 7. D

IDG HR Update

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Coordinator
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Editors
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HR Update is a cooperative effort between the IDG HR Department and *IDG World Update.* Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA 01701; fax: (508) 935-4600.

East Coast Collaborative Training Program

Courses offered for December, January & February

For West Coast Listings see Reverse

Management Professional / Wellness / Technical Programs

Professional Programs

Course	Date	Time	Location
Basically Writing (1 day plus conf.)	Tuesday, January 4 and	9:00 am - 5:00 pm	IDC Boardroom A, 4th Flr.
	Wednesday, January 5 (conferences)	By Appointment	IDC Boardroom A, 4th Flr.
Adv. Presentation Techniques (2 days)	Tuesday, February 1 & Wednesday, February 2	9:00 am - 5:00 pm	IDC Boardroom A, 4th Flr.
Editorial Skills*:			
Module 1: Writing and Editing	Monday, February 7	8:30 am - 12:30 pm	IDC Boardroom A, 4th Flr.
Module 2: Interviewing & Reporting	Tuesday, February 8	8:30 am - 12:30 pm	IDC Boardroom A, 4th Flr.
Module 3: Dynamic Design & Layout	Tuesday, February 8	1:00 pm - 4:00 pm	IDC Boardroom A, 4th Flr.

Modules 1&2 lead by Don Fry, Poynter Institute and Module 3 lead by Ken Silvia, Ken Silvia Design

Wellness and Personal Development Programs

Course	Date	Time	Location
Adult CPR Recertification	Tuesday, January 18	2:00 pm - 4:00 pm	IDG Tax Conf. Room, 3rd Flr.
Infant / Child CPR	Tuesday, February 22 & Wednesday, February 23	1:00 pm - 4:00 pm	IDC Boardroom B, 4th Flr.

Technical Programs

Executrain Inc -- PC Courses

Course	Date	Time	Location
Windows 3.1	Wednesday, January 12	1 day (8:30 am - 4:30 pm)	Framingham
Windows 3.1	Friday, January 28	1 day (8:30 am - 4:30 pm)	Framingham
Intermediate Windows 3.1	Tuesday, January 18	1 day (8:30 am - 4:30 pm)	Framingham
Lotus 1-2-3 / Windows 4.0	Monday, February 7	1 day (8:30 am - 4:30 pm)	Boston
Beg. Lotus 1-2-3	Thursday, January 13	1 day (8:30 am - 4:30 pm)	Framingham
Beg. Excel 4.0	Thursday, January 20	1 day (8:30 am - 4:30 pm)	Framingham
Beg. Excel 4.0	Friday, February 4	1 day (8:30 am - 4:30 pm)	Framingham
Excel 4.0 Graphs/Database (Interm.)	Monday, January 31	1 day (8:30 am - 4:30 pm)	Framingham
Advanced Excel	Tuesday, January 18	1 day (8:30 am - 4:30 pm)	Framingham
Word for Windows	Tuesday, January 11	1 day (8:30 am - 4:30 pm)	Framingham
Word for Windows	Friday, January 28	1 day (8:30 am - 4:30 pm)	Framingham
Intermed. Word for Windows	Monday, January 24	1 day (8:30 am - 4:30 pm)	Framingham
Beg. WordPerfect 5.1	Monday, January 10	1 day (8:30 am - 4:30 pm)	Boston

Professional Development Group Inc. (PDG) -- Macintosh Courses

Course	Date	Time	Location
Intro to the Macintosh	Monday, January 10	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Excel	Mon. & Tues., January 17-18	2 day (9:00 am - 5:00 pm)	Framingham
Intermediate Excel	Thursday, February 17	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Microsoft Project	Wed. & Thurs., January 12-13	2 day (9:00 am - 5:00 pm)	Framingham
Intro to Microsoft Word	Friday, February 11	1 day (9:00 am - 5:00 pm)	Framingham
Intermediate Microsoft Word	Monday, February 14	1 day (9:00 am - 5:00 pm)	Framingham
Intro to Filemaker Pro	Tues. & Wed., February 8-9	2 day (9:00 am - 5:00 pm)	Framingham

TechComputer Inc. -- Macintosh Courses: Desktop Publishing & Multimedia.

Course	Date	Time	Location
DeltaGraph	Monday, February 28	1 day program	Cambridge
Freehand (Day 1, 2)	Tues. February 1 & Tues. February 8	2 day program	Cambridge
Illustrator (Day 1, 2, 3)	Mon. January 24, 31 and February 7	3 day program	Cambridge
PageMaker (Day 1, 2, 3)	Fri. January 7, 14 & 21	3 day program	Cambridge
Photoshop (Day 1, 2, 3)	Wed. January 19, 26 and February 2	3 day program	Cambridge
QuarkXPress (Day 1, 2, 3, 4)	Thurs. January 27and February 3, 10 & 17	4 day program	Cambridge

Courses already filled are not listed. More Technical courses, dates and locations are available -- call Theo Guest at (508) 935-4766 for more details.

*IDG & IDC locations are at 5 Speen Street, Framingham.

IDG West Career Training & Development Program

Courses offered for December, January & February

For East Coast Listings see Reverse

Management Development

Course	Date	Time	Location
Employment Interviewing to Make Good Hires	Monday, December 13	12:30 pm - 2:00 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Employment Interviewing to Make Good Hires	Monday, December 13	12:30 pm - 2:00 pm	**PC World** 501 Second Street San Francisco, CA
Successfully Giving Work Assignments	Tuesday, January 11	11:30 am - 2:00 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Successfully Giving Work Assignments	Tuesday, January 11	11:30 am - 2:00 pm	**PC World** 501 Second Street San Francisco, CA
Managing Within the Law	Monday, January 24	8:30 am - 12:30 pm	**South S. F. Conference Ctr.** 255 S. Airport Blvd. S. San Francisco, CA

Professional Development

Course	Date	Time	Location
Conquering Procrastination	Monday, December 6	8:30 am - 12:30 pm	**China Basin Landing** 185 Berry St., Ste. 6440 San Francisco
Conflict Resolution	Monday, January 10	8:30 am - 12:30 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Goal Setting and Personal Visions	Monday, January 31	11:30 am - 2:00 pm	**PC World** 501 Second Street San Framncisco, CA
Negotiation Skills	Monday, February 7	8:30 am - 5:00 pm	**TBA**
Top Down Prioritizing	Monday, February 14	11:30 am - 2:00 pm	**IFW** 155 Bovet Rd., Ste. 800 San Mateo, CA
Communication and Positive Assertion	Monday, February 28	8:30 am - 12:30 pm	**China Basin Landing** 185 Berry St., Ste. 6440 San Francisco

Technical Development

Course	Date	Time	Location
Adobe Photoshop for the Mac (Basic)	Tuesday, December 7	9:00 am - 4:00 pm	**Ciber Training** 130 Battery St., Ste. 380 San Francisco, CA
FileMaker Pro for the Mac (Basic)	Tuesday, January 11	8:30 am - 12:30 pm	**Ciber Training**
Quark XPress (Basic)	Tuesday, January 25	9:00 am - 4:00 pm	**Ciber Training**
Quattro Pro for Windows (Intermediate)	Tuesday, February 1	8:30 am - 12:30 pm	**Computer Resource Center** 1065 E. Hillsdale Blvd. Ste. 404 Foster City, CA
Adobe Photoshop for the Mac (Intermediate)	Tuesday, February 8	9:00 am - 4:00 pm	**Ciber Training**
Microsoft Excel for Windows (Basic)	Tuesday, February 15	8:30 am - 12:30 pm	**Ciber Training**

For further information, contact Laurie Durlester at (415) 312-0594

Management / Professional / Technical Development Programs

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, December 13, 1993

The *Job Opportunity Listing* will be published weekly in the *IDG World Update* indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

ADMINISTRATIVE ASSISTANT (TECHMEDIA PUBLISHING, INC.)

Ideal candidate will support the Advertising and Marketing staff for TechMedia Publishing, Inc. as well as provide secondary support to the Publisher. Duties will include word processing, heavy phone contact, database management, customer service and special projects. Individual must have the ability to manage multiple tasks in a fast-paced environment. Three to five years administrative experience necessary. FileMaker Pro experience a plus.

RESEARCH ADMINISTRATIVE ASSISTANT - WEST COAST (IDC)

Individual will be responsible for maintaining multiple client tracking systems, providing the staff with general administrative duties and booking all travel through the company travel agency. Macintosh experience is necessary plus the ability to design and produce 10-20 page presentations for research analysts. Candidate must possess strong organizational skills and be able to handle multiple tasks. Some experience in high tech and marketing preferred. IBM PC experience a plus.

PART-TIME ADMINISTRATIVE ASSISTANT - WEST COAST (IW)

InfoWorld is looking for an Administrative Assistant to work in the Circulation and Research Departments. Candidate will be responsible for assigned special projects in addition to general administrative duties such as typing, filing and copying. Experience with Microsoft Word and Quattro Pro is preferred. Individual must be able to prioritize and handle multiple tasks.

STAFF PROOFREADER (IDG/B)

Major functions of this position include administrative support for a team of Editors, text preparation (formatting, etc.), minor editorial tasks and interfacing with other IDG departments. Candidate must have excellent administrative and communications skills. Project and time management skills are also necessary.

ADMINISTRATIVE ASSISTANT - WEST COAST (PCW)

Individual will perform administrative and clerical tasks for the Online Services Department. Responsibilities include office support and customer service. Candidate must be highly organized and be detail oriented. Excellent written and verbal communication skills required. Knowledge of Macintosh hardware and software necessary. A minimum of one year clerical experience required. Experience with Online systems such as American Online and CompuServe a plus.

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
BCP	Business Computer Publishing	Peterborough, NH	**IW**	InfoWorld Publishing Corp.	San Mateo, CA
IFWD	Infoworld Direct	Boston, MA	**LPC/PCW**	Lotus Publishing Corporation	Boston, MA
CIO	CIO Publishing Corporation	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MMW**	MultiMedia World	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**NWW**	Network World, Inc.	Framingham, MA
FCW	Federal Computer Week	Falls Church, VA	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**PCW**	PC World	San Francisco, CA
IDG	International Data Group	Framingham, MA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDG/B	IDG Books	San Mateo, CA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG/P	IDG Peterborough, NH	Peterborough, NH	**TIS**	Tech. Investment Strategies Co.	Framingham, MA
IFTW	*Infotainment World*	San Mateo, CA	**TMP**	Tech Media Publishing	Peterborough, NH
IMI	Integrated Media, Inc.	San Francisco, CA	**WEC**	World Expo Corporation	Framingham, MA
IDC/G	IDC Government	Vienna, VA			

Job Opportunities

Revised: December 13, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Research Assistant	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG/IPS	Receptionist	IDG Int'l Pub. Svcs., Boston, MA	L. Ryan-Bonfantino	(617)423-9030
IDG/IPS	PR Service Administrator	IDG Int'l Pub. Svcs., Boston, MA	T. Guest	(508)935-4766
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	T. Guest	(508)935-4766
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cornetta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Budget Analyst	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
WEC	Public Relations Manager	Framingham, MA	B. Thompson	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cornetta	(508)935-4735
CIO	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cornetta	(508)935-4734
TMP	Administrative Assistant	TMP Inc. Peterborough, NH	K. Miller	(603)924-0134
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cornetta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld* ,Peterborough,NH	M. Cornetta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Research Manager, UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Admin. Assistant	Mountain View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor (2) (2nd Shift)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Admin. Assistant, Pub	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Unix	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Admin.Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Sales Assistant	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Production Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
NW	Prod. Services Coord.	Framingham, MA	M. Cornetta	(508)935-4734
CWPI	Advertising Billing Coordinator	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphic Design Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham,MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
FCW	District Manager	Midwest/Texas	T. Calamaro	(703)876-5100
IW	Administrative Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Art Director	Infoworld Direct,Peterborough,NH	D. Vieraitis	(415)312-0566
IW	News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	Indianapolis, IN	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Administrative Assistant	*PC World*, San Francisco, CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	*PC World*, Boston, MA.	B. Thompson	(508)935-4531
PCW	Assistant to the Editor-In-Chief	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Test Center Coordinator	*PC World*, San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Circ. Promotions Manager	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Sr. Market Rsch.Anlayst	*PC World*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Art Director	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Associate Editor	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Copy Chief	*Multimedia World*, San Francisco,CA	D. Menn	(415)267-1709
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Features Editor	*Sunworld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IMI	P/T Human Resources Mgr.	Integrated Media, San Francisco, CA	R. Willoughby	(415)978-3205
IFTW	Assistant Managing Editor	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

IDG France runners conquer N.Y. Marathon

WELCOME BIENVENUE BENVENUTI BIENVENIDOS WILLKOMMEN
TO THE
NEW YORK CITY MARATHON
NAVAL STATION NEW YORK
PRESS

IDG France

From left: Pierre Mangin, Charlotte Trim, Thierry Outrebon, Thierry Grelet and Christian Legall.

Five valiant members of the IDG France Cross Country Club journeyed to New York last month to run the New York Marathon. Although unseasonably warm temperatures (mid 70s F) slowed the group, it couldn't stop them, and all five finished in under five-and-a-half hours.

Sunday Nov. 14 dawned with clear skies and sunshine as the buses lined up outside the New York Public Library to take the incessant flow of running enthusiasts to the starting line on Staten Island. At 10:50 a.m. the canon was fired, and a wave of runners streamed over the Verrazano Narrows Bridge to find the streets of Brooklyn lined with enthusiastic supporters shouting encouragement.

Heading north through Queens the cheering crowds and rock bands kept morale high. Just past the halfway mark the runners got a heartening glimpse of Manhattan as they crossed the Williamsburg Bridge. Then came the never-ending stretch on First Avenue, with lighter-footed runners melting into the haze of a distant horizon. Next came a brief passage through the Bronx, then back toward Manhattan and the last few miles of winding pathways in Central Park, knowing that somewhere — perhaps around the next corner — lay the finish line!

What a fabulous carnival in New York: rock bands, musicians and entertainers, relaxed police officers, thousands of supporters in various ethnic neighborhoods, and always the unforgettable cheers, "Vive La France! Allez La France!"

Of the five members of the IDG France team, **Thierry Grelet** posted the fastest time: 3 hours 50 minutes, putting him 7,000th out of a field of more than 26,000 participants. **Pierre Mangin** crossed the line minutes later in 4 hours 3 minutes. Next to finish was **Charlotte Trim**, in 4 hours 36 minutes and last but not least, **Thierry Outrebon** and **Christian Legall** (the group's photographer) crossed the line together in a time of 5 hours 11 minutes.

Thanks to IDG France Market Researcher Charlotte Trim for contributing this article.

IW's Moylan wins salesperson of the year

InfoWorld

Joel Deceuster, *IW* vice president/associate publisher (l), presents Steve Moylan with the award for Salesperson of the Year.

On the Saturday prior to Comdex, *InfoWorld* held its first sales awards ceremony at one of Las Vegas' newest restaurants, Spago.The salesperson of the year award was presented to **Stephen Moylan**, advertising director/demographic editions. In recognition of his achievement, Stephen won a trip to Hawaii.

Other winners included **Sharon Chin**, InfoMarket Sales Rep, who won InfoMarket Salesperson of the Year; **Karen Niles**, regional manager for the Southern California area, for Market Share Leader; and **Ron Hall** and **Jim Shannon**, regional managers for northern California and the Southeast, respectively, for Top Revenue Generator.

Address change

New address for IDG Sweden as of January 1:

IDG/CW Communications
Sturegatan 11
106 78 Stockholm
Sweden

Telephone: +46-8-453-60-00
Fax: +46-8-453-60-05

Noteworthy!

NEW EMPLOYEES

Assistant Production Manager **Michelle Reimer** has joined Infotainment World and will be working exclusively on the company's *Sega Visions* publication. She has spent more than 10 years working in desktop publishing and in service bureaus, most recently as a linotronic operator at Rapid Graphics. In her spare time, Michelle enjoys going to the movies and listening to a variety of music — except country/western.

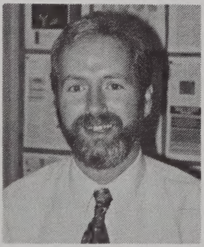
■ ■ ■

InfoWorld welcomes **Hilary Green** as its new account manager for the Northern California/Pacific Northwest territory. She was recently a sales assistant for *Cosmopolitan*. Hilary earned a BA in communications from the University of the Pacific and makes time for dance and serving as a member of the Marine Mammal Center.

■ ■ ■

Vincent Chen has been hired as IMS Taiwan's Operations Manager. He majored in communication engineering at National Chaio-Tung University in Taipei and worked as a product manager at Mitac for four years before joining IDG.

■ ■ ■



Weldon *World Update*

David Weldon joins *Computerworld* as associate editor for management. He was previously an editor with North Shore Weeklies, a community newspaper group in Ipswich, Mass. David has a BA in history and journalism from Syracuse University and is a history buff — especially the American Revolutionary period — a science fiction fan and a photographer.

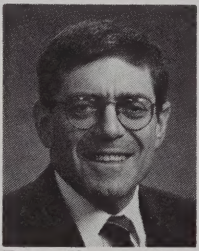
Upstairs at *CW*, **Tammy Gryniewicz** returns to *Computerworld* after a short stint as regional assistant and office manager at United Retail Group. She's now working as a sales assistant for the ROP sales department, having previously worked in the classified section. Tammy is certified in American Sign Language and spends her off hours traveling and working with ceramics.

Gryniewicz *WU*

■ ■ ■

CIO welcomes **Jocelyn Ertel** as the advertising sales associate for the West Coast. She spent the past seven years as a sales assistant/office manager for *Reader's Digest* in San Francisco. Outside the office, Jocelyn sings with a choral group and makes time for hiking, canoeing and biking.

■ ■ ■



Brandin *World Update*

David Brandin has joined IDG World Expo as vice president/general manager for Communication Technologies, where his initial focus will be on the ComNet show. He previously handled all international and technical activities as senior vice president of international operations for Interop Co. David earned a BS in math from the Illinois Institute of Technology and attended the Stanford Executive Program. As a sanity-saver, he enjoys jogging in his free time.

Also at World Expo, **Henry DeBardeleben** has been hired as lead data entry coordinator. He was most recently a general partner at Legal Solutions, a legal document preparation firm. Henry has an AS in paralegal studies from Fisher College and enjoys martial arts and desktop publishing.

■ ■ ■

Barbara McDonald has joined *SunWorld*'s editorial department as an administrative assistant. She has a BA in politics from the University of California/Santa Cruz and spends her free time dabbling in multimedia art and political organizing.

■ ■ ■

Louise Biggs is working out of IDC's West Coast office as program director for Desktop Graphics and Multimedia. She has a BA in behavioral psychology and marketing from San Jose State University and an MBA in marketing from Golden Gate University. Louise is an active member of her church group and enjoys jogging, aerobics and traveling, especially to Mexico.

Also in Mountain View, **Elizabeth Macareño** has been hired as the office's receptionist. She is working toward her degree at Cañada College and lists reading and going to the movies among her interests.

■ ■ ■

Working the second shift at IDC Framingham are Copy Editor **Kristen Green** and Desktop Publishing Operator **Priscilla Drummey**. Kristen was most recently the production manager at PR Data Systems, Inc. and also consulted for Gannett Suburban Newspapers. She has a BA in speech communication and French from Muskingum College.

Priscilla comes to IDG from GTE Government Systems, where she was a graphic artist and illustrator. She has an associate's degree in advertising art and design from Blue Hills Technical Institute and enjoys biking, horseback riding, and caring for her African grey parrot and a kitten, Cali.

Also at IDC Framingham, **Paula Redden** has signed on as a mailroom clerk. Before joining IDG, she worked for seven years at Digital Equipment Corp., most recently as a shipper/receiver. Paula has a certificate in commercial art and enjoys sports and going to comedy clubs in her off hours.

Redden *World Update*

Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company. Please note, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Dennis Brisson - TechMedia

ELEVEN YEARS

Stephen Josselyn - IDC
Rick Ciliberto - Computerworld
Steven Brown - InfoWorld

TEN YEARS

Peggy Nauts - PC World
Micaela de Almeida - IDG Hong Kong
George Clark - Macworld

EIGHT YEARS

Barbara Inglese - IDG World Expo

SEVEN YEARS

Stephen Reynolds - LINK Resources
Hélene Almela - IDG France
Ellen Cross - Computerworld
John Watts - Computerworld

SIX YEARS

Lucinda Borovick -IDC
Lars Dahmen - IDG Sweden
Marie Bohner - Computerworld
Ann Marcus - InfoWorld
Barbara Reynolds - TechMedia

FIVE YEARS

Piero Todorovich - IDG Italy
Fran Cowen - Computerworld
Hitoshi Andoh - IDG Japan
Charles Bruno - Network World
Annemarie Eovine - IDG

FOUR YEARS

Susan Frankle - IDC
Helen Dragoon - IDC
Sandra Delaney Harrington - IDC
Gordon Haight - Integrated Media
Ann Kremers - Lotus/PC World
Pierre-Olivier Provent - IDG France
Stephanie McCann - Computerworld
Debra Vernon - Infotainment World
Debra Wright - InfoWorld
Christine Krajewski - IDG World Expo

THREE YEARS

Peter Clemente - LINK Resources
Harriet Karas - IDC
Carolyn Casey - SunWorld
Sagrario Martin - IDG Spain
Amit Chaudhuri - IDC U.K.
Karen Lesko - Computerworld
Shawn Willett - InfoWorld

TWO YEARS

Stephen McClure - IDC
Rosemary Trettel - IDC
Isabelle Kane - PC World
Cynthia Wisniewski - Publish
Mauro Calderara - IDG Italy
Simón Perez - IDG Spain
Lisa Kowalski - CWDD
Lesieli Friesen - Infotainment World
Alvin Young - IDC Government

ONE YEAR

Brent Williams - IDC
Mitsue Kusama - IDG Japan
Sonja Klise - Infotainment World
Erin Callaway - Computerworld
Lynn Royal - IDG World Expo

Finland's *MikroPC* celebrates 10th anniversary

***MikroPC* celebrated its 10th anniversary in November with a special section about the past, present and future of the microcomputer industry and applications. The November 9 issue was the largest *MikroPC* ever, weighing in with 150 pages and a print run of 45,000. The audited circulation from the first half of 1993 was 32,774, making *MikroPC* the largest PC magazine not only in Finland but in all the Nordic countries.**

Advanced

-FROM PAGE 1

sales volume increased by over 96% worldwide and is expected to rise another 181% between 1992 and 1996. According to current projections, worldwide workstation sales in 1996 should hit $23.5 billion, with about 60% of that being linked to commercial sites.

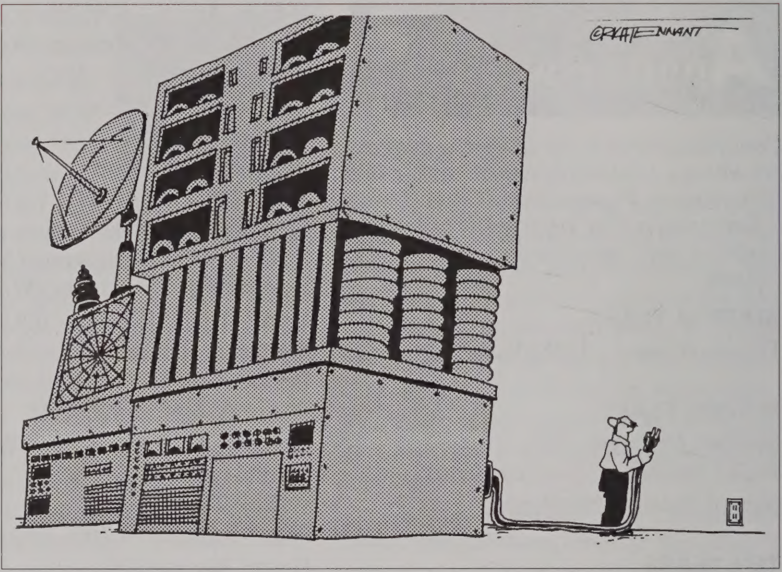
"Our intent with this publication is to serve as a resource for Unix professionals striving to integrate advanced technology into large corporate and technical computing environments," explained Publisher **Bruce Gray**. "Traditionally, the magazines in this field have focused disproportionately on the Intel-based Unix environments characteristic of small to medium-sized businesses, with an emphasis on industry news, soft features, and hands-on programming tips. *Advanced Systems*, by contrast, is aimed at those people in large corporate computing environments who are responsible for keeping their organizations ahead of the technology curve."

Gray, excited and optimistic about his new magazine's potential, gives the credit for its repositioning strategy to his two "partners," Vice President Associate Publisher, Sales and Marketing, **Harry Versen**; and Vice President, Editor-in-Chief **Michael McCarthy**. "When it comes to reading market trends, shifts and opportunities, I don't think anyone's more astute than Harry Versen. His thinking and market sense have been central to our entire strategy. And Mike McCarthy, who moved *SunWorld* from a cottage-like positioning to a superb publication that has dominated the Sun field, will do the same for *Advanced Systems*. He's put together the talent and the editorial strategy to take the magazine to the top of the entire Unix market."

The magazine will offer product-oriented editorial including news, reviews and backgrounders. Each month it will feature the latest reports filed by the Advanced Systems Test Center, the magazine's own independent laboratory dedicated entirely to the evaluation and comparison of Unix-based systems and software.

Off line

Congratulations to all our enthusiastic caption contributors. Winner Arnie Tomaino will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* frisbees.



As Johnston prepared to plug in his notebook, he had sudden doubts about its portability.

- **Arnie Tomaino**, IDC

HONORABLE MENTIONS:

As Nerdson feared, battery life would be a problem for his Cray Y-MP-based Personal Digital Assistant.

- **Mark Cappel**, *SunWorld*

"I'm afraid to look at the documentation that came with this!"

- **Gloria Ciolek**, CWDD

"Now I won't have to pay for cable anymore."

- **Nancy Kruse Hannigan**, IDC

"Plug it in, and they will come."

- **Milford Sprecher**, IDC Government

"It will be worth all the trouble," thought Melvin, "if I can get NT to run."

- **Aaron Press**, IDC Government

On Parker's 40th birthday, his wife bought him a 50 in 1 electronics set.

- **Jon Lesjak**, IDG Australia

"Hmm...110 or 220?"

- **Po Wong**, WS Publishing, Philippines

Little Known Great Moments in History #387: A rare photograph of George Surge before he invents what will later be known as the Surge Protector.

- **Rick Popko**, IDG Central Services

"Hey fellas, does the manual really say 'count to 100 before inserting plug'?...Fellas?"

- **Scott Laughlin**, *PC World*

"Does this baby *really* need to be grounded?"

- **Ted Julian**, IDC

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Smith • Penny Winn

BUSINESS ADMINISTRATOR
Lisa Ryan-Bonfantino

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

Please address correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailbox: P.Winn or P.Smith.

国計算機世界展览及会
HINA COMPUTERWORLD EXPO & CONFERENC

COMPUTERWOCHE

IDG World Update

VOLUME 23, NUMBER 51 DECEMBER 20, 1993

The year that was: Highlights from 1993

January

IDG Denmark

IDG Denmark's Conference Group draws almost 200 executives to its third Executive Information Systems conference, the largest crowd to ever attend an EIS conference in Denmark.

■ ■ ■

IDG enters Slovenian market with license agreement to publish *Monitor* magazine.

■ ■ ■

Macworld announces circulation increase to 525,000.

■ ■ ■

MACWORLD Expo draws record crowd of 67,000 to San Francisco.

■ ■ ■

IDG Books launches *Windows GIZMOS.*

People

Celebrating 10+ years:
Walter Boyd, IDG HQ, 25 years • **Bill Murphy**, IDG, 23 years • **Joe Levy**, *CIO*, 21 years • **Dieter Eckbauer**, IDG Germany, 18 years • **Maureen Burke**, *Computerworld*, 16 years • **Averie Rosemark**, IDC, 14 years • **Josef Lohner**, IDG Germany, 14 years • **Donna Pomponi**, *Network World*, 13 years • **Klemens Paunert**, IDG Germany, 13 years • **Max Jaeger**, IDG Australia, 13 years • **Bill Cadigan**, *Computerworld*, 12 years • **Bill Laberis**, *Computerworld*, 12 years • **Noel Bennett**, IDG Australia, 12 years • **Bernhard Weeser-Krell**, IDG Germany, 11 years • **Renee Pierce**, IDG, 11 years • **Beverly Wolff**, *Computerworld*, 10 years • **Joan Daly**, *Network World*, 10, years • **Loretta Giglione**, *Macworld*, 10 years • **Seppi Heber**, IDG Australia, 10 years • **Michelle Reyes**, IDG Central Services, 10 years • **Dee Clark**, IDC, 10 years

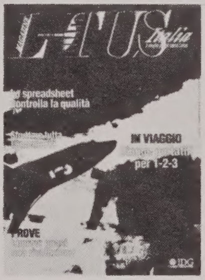
Network World teams up with industry authorities to create the Network World Test Alliance designed to provide readers with a new level of rigorous product testing under demanding conditions.

GamePro Publishing changes its name to Infotainment World to better reflect its expanding market.

■ ■ ■

TechMedia introduces *Desktop Video World* at MACWORLD Expo.

DESKTOP VIDEO WORLD
DTV STUDIO



Lotus Italia debuts with an initial print run of 30,000.

■ ■ ■

Computerworld Norge unveils new look, which includes new banner, larger headlines, easier-to-read typography and upgraded photographs.

■ ■ ■

IDC, LINK Resources merge.

■ ■ ■

PC World Panama makes its debut.

-SEE PAGE 2

February

Object World debuts in Boston, attracting 2,000 users, developers and vendors to the city's Hynes Convention Center.

* * *

Marketing Services Division sponsors second annual Global Summit in Tucson, Ariz.

* * *

IDG World Expo

ComNet's 15th anniversary exposition and conference plays to record crowds in Washington, D.C., attracting 450 vendors and more than 35,000 attendees.

* * *

MSD launches *MAP Report* newsletter to underscore value and vitality of print advertising in the IT marketplace.

* * *

MACWORLD Expo/Tokyo attracts close to 100,000 attendees to the Nippon Convention Center, making it the largest MACWORLD Expo ever and breaking last year's record by 17,000.

* * *

Computerworld Middle East, an English-language monthly published by Wafai and Associates, IDG's Egyptian licensee, debuts with an initial circulation of 5,000.

Computerworld
MIDDLE EAST
The state of the industry

People

Of note:
Colin Crawford joins *Macworld* as COO.

Celebrating 10+ years:
Pat McGovern, IDG, 29 years • **Marion Kibbee**, IDG, 18 years • **Rich Priante**, *Network World*, 18 years • **Rainer Oberländer**, IDG Germany, 17 years • **Steve Sieck**, LINK Resources, 13 years • **Delia Quartey**, *InfoWorld*, 13 years • **Arline Clements**, IDC Government, 12 years • **Magdalena Axelsen**, IDG Denmark, 11 years • **Edelgard Hartwig**, IDG Germany, 11 years • **Andreas Förth**, IDG Germany, 10 years • **Eric Bender**, *PC World*, 10 years

InfoWorld's Editorial EXPOsure, a mini, invitation-only exposition designed to allow vendors to showcase new products for *IW* editors, Test Center staff, industry insiders and a select group of *IW* readers, features 250 participants and 34 product demonstrations.

* * *

China Network World launches with a circulation of 50,000.

> *"Our customers want quality and expect to pay for it. We should not succumb to rate-cutting pressures, which only result in reduced resources to maintain the quality and usefulness which our customers want. This is the 'Year of the Yield' at IDG."*
>
> - Pat McGovern, IDG Chairman

March

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12-6
1993
NIKKEI PERSONAL COMPUTING

IDG signs major license deal with Japan's *Nikkei Personal Computing*, giving the *PC World* product line an established foothold in this key Asian market.

* * *

IDC President **Kirk Campbell** delivers the opening remarks at IDC's 28th annual briefing sessions, which drew 1,800 registrants to Santa Clara, Calif., and Boston.

* * *

World Update

IDG extends reach within the Peoples' Republic of China with the launch of IDG Shanghai, a joint venture with the Institute of Scientific and Technical Information of Shanghai (ISTIS) that will sponsor a variety of conferences, seminars, expositions and information services. Above, l-r: Hugo Hsiung, director of the Asian support center; Qian Zhishen, director of ISTIS and IDG Chairman Pat McGovern gather with members of Shanghai's Society for Scientific and Technical Information.

Greater cooperation and resource sharing are dominant themes at this year's Latin American Managers Meeting, held in Miami and attended by representatives from IDG Publishing operations in nine Latin American countries.

■ ■ ■

AmigaWorld enters joint venture with the Sci-Fi Channel, a U.S. cable TV station, to air a series of Amiga-generated space animations on episodes of *Inside Space*.

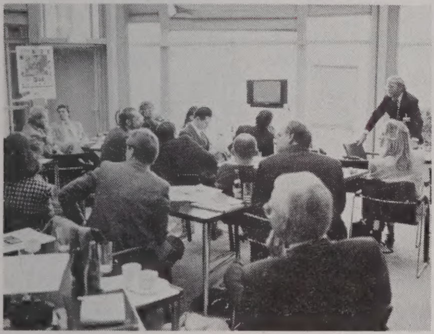
■ ■ ■

IDG Long Range Planning Meeting stresses customer focus.

■ ■ ■

IDG holds sixth annual Publishing Institute. The five-day program brought together 22 of the company's top managers for an in-depth examination of the major components of IDG's publishing operations.

■ ■ ■



IDG News Service

Eastern European editors hold first-ever Eastern European Editorial and Sales Meeting, aimed at stimulating communication and resource sharing among the business units. The meeting brought together 54 employees representing 22 publications.

■ ■ ■

CIO Perspectives conference, focusing on "IT Assets: Balancing People, Property and Performance," attracts record number of corporate hosts.

■ ■ ■

IDC contributes to major new study of the European computer and communications markets sponsored by the European Community, the European Association of Manufacturers of Business Machines and Information Technology and three major European IT trade fairs.

> ***"I thought that publishers were like Malcolm Forbes and got to have big boats."***
> **- IW Publisher/CEO Bob Metcalfe on one reason he made the switch to publishing.**

■ ■ ■

New Zealand's Computerworld Expo, now in its third year, wrests No. 1 spot in the domestic exhibition arena from its chief rival by attracting 100 exhibitors and close to 10,000 attendees to Auckland for the three-day show.

People

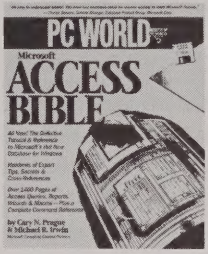
Celebrating 10+ years:
Tom Monahan, *Computerworld*, 15 years • **Ursula Sauter**, IDG Germany, 15 years • **Walter Schönberger**, IDG Germany, 14 years • **Francisco Zabala**, IDG Spain, 11 years • **Ed Scannell**, *Computerworld*, 13 years • **Helga de Gregori**, IDG Germany, 12 years • **Shirley Ingram**, IDG Australia, 12 years • **Fred LoSapio**, *Computerworld*, 11 years • **Kaoru Sunada**, IDG Japan, 11 years • **Fernando Moran**, IDG Spain, 11 years • **Joan Pinsky**, *Network World*, 11 years • **Pamela Valentinas**, *Network World*, 11 years • **Dorthe Theodoraki**, IDG Denmark, 10 years • **David Vellante**, IDC, 10 years • **John Reichmuth**, IDC, 10 years • **Cynthia Sparrow**, IDC, 10 years • **Lucy Sheehan**, IDG, 10 years

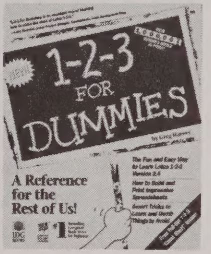
April

Management Publishing Institute debuts. Building off the success of the company's annual Publishing Institute, MPI aims to impart the same type of information, in a slightly less in-depth format, to a broader audience of IDG managers.

■ ■ ■

IDG Books adds four new titles since January: *1-2-3 for Dummies*; *Paradox 4 Power Programming SECRETS*, 2nd edition; *PC World Microsoft Access Bible*; *Hard Disk SECRETS*.





■ ■ ■

InfoWorld hosts third annual Demo Conference, an invitation-only, mini trade show type event designed to introduce significant new products to *IW* editors and key industry executives.

■ ■ ■

IDG enters into its first publishing venture in Portugal with a license agreement bringing one of the country's leading computer publications, *MacIn*, into the IDG fold.

■ ■ ■

CIO, *Computerworld*, *Macworld* and *PC World* are selected from among 5,000 entrants to receive awards from the Society of Publication Designers, an honor representing the highest level of excellence in the field of publication design.

■ ■ ■

IDG Switzerland launches *Schweizer PC Katalog* to target the rapidly growing Swiss computer mail order business.

-SEE PAGE 4

April

-FROM PAGE 3

IDG publications dominate Computer Press Awards, with *Computerworld*, *Macworld* and *CIO* sweeping top honors. IDG captured a total of 15 awards in the annual competition. Other business units honored included: *PC World*, IDG Books, *Federal Computer Week* and *InfoWorld*.

* * *

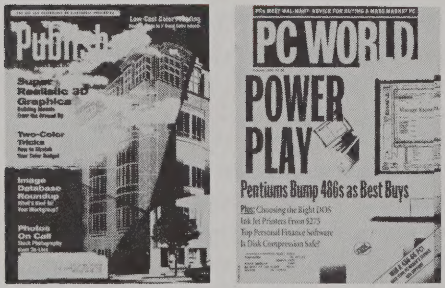
IDC Greece

IDC Greece holds briefing session to discuss trends and perspectives in the Greek IT marketplace. Accordng to its figures, the local IT market enjoyed an 18% growth rate from 1991-92, making it one of the fastest growing IT markets in Europe. Above, l-r: IDC Greece Managing Director Kostas Kataras, IDC Europe President Roberto Masiero and IDC Chief Analyst Pascalis Bouchouris.

* * *

IDG Italy holds first Italian edition of Windows World Expo.

* * *



Publish and *PC World* honored at the Western Press Association's 36th annual Maggie Awards.

* * *

Macworld selected as a finalist in the design category of the National Magazine Awards competition.

* * *

ExecuTrain adds offices in Spain and Australia.

* * *

IDG Sweden hosts second annual PC World Expo.

* * *

IDG Shenzhen stages China's first International Notebook Computer and Peripherals Exposition, drawing some 40,000 attendees.

* * *

IDG and IDC France collaborate to present findings of IDC survey at the 10th annual Le Monde Informatique forum in Paris.

> ***"Year-to-date, more than 90% of our publications are very substantially ahead of last year in terms of both pages and yield per page, and in a majority of areas our publications are ahead in market share."***
>
> **- IDG President Walter Boyd discussing the company's performance in an April "On line" column.**

People

Of note:
Joel Deceuster joins *InfoWorld* as vice president and associate publisher.

Celebrating 10+ years:
Marcia Blumenthal, *CIO*, 15 years • **Nancy Mallette**, IDG, 15 years • **Ernst Seyfert**, IDG Germany, 13 years • **Michael Masters**, *CIO*, 13 years • **Barbara Hill**, *Network World*, 12 years • **Juan Manuel Saez**, IDG Spain, 10 years • **Penny Rigby**, *Publish*, 10 years • **Mary DeCristoforo**, IDG World Expo, 10 years

May

Network World launches the second in an ongoing series of technical seminars sponsored by the company's New Business Development division. "Managing Windows," a one-day intensive seminar, covers the critical issues network professionals must be aware of when managing networks of PCs and workstations running the Microsoft Windows operating system.

NetText
A library of *Network World* articles
OnLine

* * *

IDG Australia launches *Network World* to address a niche market not adequately served by current publications.

* * *

World Update

Second annual LotusWorld attracts a large and loyal following to Boston.

* * *

IDG Books releases the second edition of its international bestseller *DOS for Dummies*.

* * *

Computerworld gains presence in Netherlands market via a license pact with Dutch publisher VNU, which will incorporate *CW* editorial into its existing *Computable* publication.

* * *

Peruvian licensee El Comercio, publisher of *PC World Peru*, launches *Computerworld*, a bi-weekly tabloid with a newsstand distribution of 5,000.

World Update

***InfoWorld*'s Editorial EXPOsure event plays to full house in Boston. Above, Editor-in-Chief Stewart Alsop addresses the 250 attendees.**

* * *

Federal Computer Week hosts fourth annual Federal 100 Reader's Choice Awards ceremony honoring 100 individuals who have played a significant role in the government systems community during the past year.

* * *

China Computerworld publishes record-breaking issues. The publication has enjoyed a 100% increase in page count during the past year and a half.

* * *

Windows World Expo '93 debuts in Denmark.

* * *

IDC stages second annual Worldwide PC Hardware Research Meeting attended by a worldwide group of analysts and representatives of some of IDC's largest clients. The goal was to offer a better understanding of how each international market operates within a worldwide context.

* * *

IDG World Expo launches Corporate Value Achiever program to recognize and reward individuals whose performance exemplifies IDG's 10 corporate values. Conference Planner **Theresa Coffey** was named the first quarterly winner.

* * *

IDG signs license with Portuguese publisher Socedite Sociedada Editorial Lda. to bring *Cerebro* and *Correio Informatico*, two of Portugal's leading IT periodicals, into the IDG family.

* * *

PC World collects six DESI awards for graphic design from *USA* magazine.

* * *

PC World Online information service joins CompuServe offerings, boosting its potential audience by 1.3 million users worldwide.

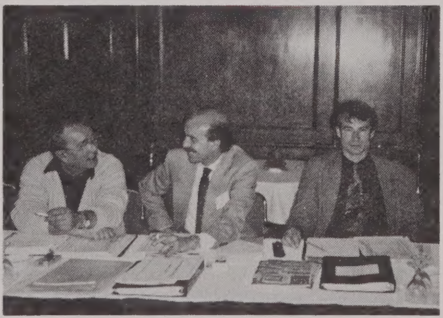
* * *

New Zealand *PC World* staff writer **Chris Keall** becomes the first person to be honored for computer writing by the Qantas New Zealand Media Awards.

* * *

According to figures recently made available by the Audit Bureau of Circulation, *GamePro* was the best-selling computer magazine in the U.S. during the second half of 1992.

* * *



World Update

Nineteen of IDG's European managers map strategy at European Managers Meeting in Munich. Above are (l-r): Francisco Zabala, IDG Spain; Brunello Bossi, IDG Italy; and Leendert van Wezel, IDG Netherlands.

MACWORLD Expo/Milan increases attendance by 45% over 1992 show.

* * *

IDG World Expo tests Trade Mission program, with delegations from Japan and Finland, at SunWorld '93 in an effort to promote international group attendance at U.S. conferences and expositions.

* * *

UniForum™

The International Association of Open Systems Professionals

IDG World Expo lands major management contract to produce UniForum '94 in San Francisco; takes lead in open systems market.

* * *

Sales Management Conference provides forum for increased cross-business-unit cooperation.

* * *

Circulation managers representing 11 U.S. IDG business units convene for 1993 Circulation Meeting, the second in an ongoing series of IDG-wide gatherings organized around functional areas.

* * *

Rob Nelson

Microsoft CEO Bill Gates (l) enjoys a laugh with *CW* Publisher Gary Beach prior to introducing the winners of the Computerworld Windows World Open competition in Atlanta.

-SEE PAGE 6

May

-FROM PAGE 5

NeXTWORLD Expo debuts in San Francisco; Integrated Media Inc. signs new long-term agreement with NeXT.

■ ■ ■

IDC Australia's 13th annual Briefing Session, Directions '93, plays to packed houses in Sydney and Melbourne.

■ ■ ■

SunWorld '93 boosts its attendance 14% over previous year by attracting a large international audience representing 43 countries.

> ***"In the current IT climate, customization and flexibility win the day. This year we have positioned our programs to appear seamless in the eyes of the customer. As a result, we now enjoy a reputation of being easy to do business with."***
>
> **- Keith Henry,**
> **managing director, IDC U.K.**

Twenty advertising sales executives representing 11 IDG business units convene for third annual Sales Management Conference.

■ ■ ■

Electronic Marketplace Systems is launched with the mission to leverage IDG's existing worldwide information resources by delivering on-line product descriptions and comparisons and a transaction system on which these products can be bought over a computer network.

■ ■ ■

IDG production directors explore new technologies and synergies at function meeting in San Francisco.

People

Of note:
Mark Belinsky signs on as president of Electronic Marketplace Systems.

Celebrating 10+ years:
Bob Wescott, *Computerworld*, 15 years • **Renee Visconti**, *Network World*, 14 years • **Ann Finn**, *Network World*, 13 years • **Karen Weston**, IDC, 13 years • **Christian Mahler**, IDG Germany, 13 years • **Harriet Brody**, IDG, 13 years • **Colleen Garland**, *Computerworld*, 12 years • **Bev Raus**, IDG, 12 years • **Mary Dolaher**, IDG, 11 years • **Gayle McElroy**, IDG Australia, 10 years • **Dorothy Adams**, IDG Australia, 10 years

June

As part of its fourth anniversary celebration, *GamePro* hosts 300 members of the Boys & Girls Club of Chicago at the Consumer Electronics Show.

■ ■ ■

IDG
INTERNATIONAL DATA GROUP
UNITED WE WALK

Fayfoto

Boston-area employees brave damp weather to raise $35,000 during the AIDS Action Committee Walk-a-thon.

■ ■ ■

IDG Japan's *Windows World* hits the newsstand just three weeks before the debut of Microsoft's Japanese-language Windows 3.1 operating system and one week before Windows World Expo/Tokyo.

Fifth annual Computerworld Smithsonian Awards program honors innovative uses of technology.

■ ■ ■

IDG France crew captures sailing trophy.

■ ■ ■

IDC unveils quarterly newsletter, *IDC Opinion*, to keep customers informed of senior analysts' views on broad industry issues.

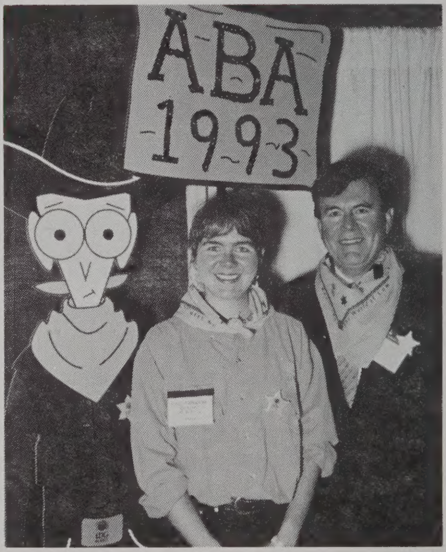
■ ■ ■

IDG Czechoslovakia allies with local spreadsheet company and signs its first "card-in-the-box" deal.

■ ■ ■

Object World held in San Francisco; NeXT CEO Steve Jobs announces winners of Object Applications Awards.

■ ■ ■



IDG Books

IDG Chairman Pat McGovern and IDG Books Senior Marketing Manager Polly Papsadore get into the spirit of the "Wild West" theme at IDG Books' American Booksellers Association booth. McGovern later addressed the ABA convention in Miami.

■ ■ ■

IDG Books Worldwide's *DOS for Dummies* shows up on the front page of the

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, December 20, 1993

The ***Job Opportunity Listing*** will be published weekly in the ***IDG World Update*** indicating available positions in each division. For each new position that is posted, a brief summary highlighting the responsibilities and qualifications will be included.

SENIOR HUMAN RESOURCES REPRESENTATIVE (IDG)

The Human Resource Services Division is looking for an experienced professional to serve as the Human Resources expert for several business units. Candidate must have strong knowledge of the HR functional areas plus exceptional skills in time and project management, organization, process consulting and implementation. Candidate will develop and tailor HR programs and processes to meet the diverse needs of a highly decentralized environment. Five to seven years of experience, including generalist or functional HR management activities is required.

BOOKKEEPER (IDG)

The ideal candidate will be responsible for Accounts Receivable, Cash Receipts, Accounts Payable, Vouchering and General Ledger data entry for several companies. Duties will also include vouchering A/P, entering A/R and posting A/R and A/P to the General Ledger. Individual will also reconcile A/P and A/R to the General Ledger and assist in preparing journal entries.

SALES ASSISTANT (NWW)

Candidate will work for both the New England ROP Account Manager and the Manager of Direct Response Advertising. Responsibilities in this position will be to provide administrative sales support including phone coverage, maintenance of databases, tracking ad materials and handling mailings. Spreadsheet and graphic experience on the Macintosh required.

SENIOR EDITOR (CWPI)

Computerworld is looking for a senior editor to cover networking technology. This is a high-level writing and reporting position that works for the news editor in addition to the technical sections editor. Candidate will work with a high degree of autonomy and independence. Individual should have considerable knowledge and established contacts in the networking industry as well as the information systems community. Five years experience reporting on high technology, preferably with a weekly or daily preferred. Candidate should be a highly motivated leader and able to generate, on deadline, weekly high-quality enterprising news stories.

MACINTOSH DESIGNER (CWPI)

This position involves working with writers and editors developing graphic concepts for the news and features sections of the weekly issues, as well as special supplements. Responsibilities also include the creation of informational graphics, requiring the ability to analyze raw copy and data and translate it clearly and effectively into finished form. Newspaper and magazine experience a plus. Candidate must be proficient on the Mac with experience with Freehand or Illustrator, Photoshop and QuarkXPress. College degree and a minimum of three year's professional experience preferred.

COPY EDITOR (PC WORLD)

The responsibilities in this position include copy editing, proofreading, copy fitting, extensive work with tables, and tracking articles through production. Individual will assist in determining house style, work with editors and designers to ensure clarity and accuracy. Must have two years experience in magazine copy editing and production. Must know the Chicago Manual of Style and be proficient in wordprocessing on the Macintosh.

ADMINISTRATIVE ASSISTANT (PC WORLD)

Candidate will provide administrative and clerical support to the Regional Account Manager and the Southwest Ad Director. Duties will include client contacts, customer service and support, word processing, filing, photocopying and Dictaphone. IBM PC experience required. Knowledge of Q & A, Excel, Word for Windows and Microsoft Word preferred. Must be highly organized and detail oriented with excellent written and verbal communication skills. Minimum of one year clerical experience required.

Job Opportunities

Revised: December 20, 1993

Division	Title	Publication/ Location	Contact Manager	Phone
IDG	Sr. Human Resources Rep.	Framingham, MA	L. Connolly	(508)935-4791
IDG	Bookkeeper	Framingham, MA	B. Thompson	(508)935-4531
IDG	IS Appl Support Analyst	Framingham, MA	B. Thompson	(508)935-4531
IDG	Events Manager	MSD, Boston, MA	L. Connolly	(508)935-4791
IDG	P/T Research Assistant	Research Services,Natick, MA	B. Thompson	(508)935-4531
IDG/IPS	Receptionist	IDG Int'l Pub. Svcs., Boston, MA	L. Ryan-Bonfantino	(617)423-9030
IDG/IPS	PR Service Administrator	IDG Int'l Pub. Svcs., Boston, MA	T. Guest	(508)935-4766
IDG/NC	Administrative Assistant	IDG Newsletter Corp.Boston, MA	T. Guest	(508)935-4766
IDG/NC	Editorial Director	IDG Newsletter Corp.Boston, MA	M. Cometta	(508)935-4734
WEC	Administrative Assistant	Framingham, MA	B. Thompson	(508)935-4531
WEC	Budget Analyst	Framingham, MA	B. Thompson	(508)935-4531
WEC	Telesales Representatives	Framingham, MA	B. Thompson	(508)935-4531
WEC	Sales Support Coord.	Framingham, MA	B. Thompson	(508)935-4531
CIO	Ad Traffic Coordinator	Framingham, MA	M. Cometta	(508)935-4735
CIO	Staff Writer	Framingham, MA	M. Cometta	(508)935-4734
CIO	Design Associate	Framingham, MA	M. Cometta	(508)935-4734
TMP	Administrative Assistant	TMP Inc. Peterborough, NH	K. Miller	(603)924-0134
TMP	Business Manager	TMP Inc. Peterborough, NH	M. Cometta	(508)935-4734
TMP	Circulation Director	TMP Inc. Peterborough, NH	M. Cometta	(508)935-4734
TMP	Publisher	*Desktop VideoWorld*, ,Peterborough,NH	M. Cometta	(508)935-4734
CCI	Managing Editor	*Stargazer* , Cambridge, MA	Y. Shoemaker	(603)924-7271
IDC	Sales Assistant	Mountain View, CA	D. Bemardi	(508)935-4361
IDC	Research Manager, UNIX	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Research Admin. Assistant	Mountain View, CA	D. Bemardi	(508)935-4361
IDC	Copy Editor (2) (2nd Shift)	Framingham, MA	D. Bemardi	(508)935-4361
IDC	P/T Admin. Assistant, Pub	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Director, Systems	Mountain View, CA	L. Connolly	(508)935-4791
IDC	Senior Analyst, Services	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Senior Analyst, Dist. Chan.	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Sr. Analyst, UNIX	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Director, IS Strategy	Framingham, MA	L. Connolly	(508)935-4791
IDC	Consulting Mgr.,Comm.	Framingham, MA	D. Bemardi	(508)935-4361
IDC	Research Director, TISC	Framingham, MA	L. Connolly	(508)935-4791
IDC	P/T Sales Clerk	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Admin.Assistant, Sales	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Manager, Desktop	Mountain View, CA	L. Connolly	(508)935-4791
LINK	Sr. Analyst,Mass Mkt.Tele.	New York, NY	M. Winther	(212)627-1500
NW	Sales Assistant	Framingham, MA	M. Cometta	(508)935-4734
NW	Production Coordinator	Framingham, MA	M. Cometta	(508)935-4734
NW	Prod. Services Coord.	Framingham, MA	M. Cometta	(508)935-4734
NW	Sr. Correspondent	San Francisco, CA	L. Connolly	(508)935-4791
CWPI	Macintosh Designer	Framingham, MA	S. Perry	(508)820-8160
CWPI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWPI	Systems Analyst	Framingham, MA	S. Perry	(508)820-8160
CWPI	Graphic Design Specialist	Framingham, MA	S. Perry	(508)820-8160
CWPI	P/T Production Assistant	Framingham,MA	S. Perry	(508)820-8160
CWPI	Senior Editor/Management	Framingham, MA	S. Perry	(508)820-8160
CWPI	Staff Writer	Framingham, MA	S. Perry	(508)820-8160
FCW	District Manager	Midwest/Texas	T. Calamaro	(703)876-5100
IW	Administrative Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Art Director	Infoworld Direct,Peterborough,NH	D. Vieraitis	(415)312-0566
IW	News Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Exec.Editor/Reviews & Testing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Director of Licensing	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Copy Editor (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Executive Editor/Design	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporter (3)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Staff Proofreader	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Page Layout Technician	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Human Resources Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Project Editors (2)	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Senior Editor	Indianapolis, IN	C. Neumann	(415)312-0501
IDG/B	Director of Marketing	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Manufacturing Manager	Indianapolis, IN	C. So	(415)312-0556
IDG/B	Executive Assistant/Publisher	Indianapolis, IN	D. Soloman	(317)895-4790
PCW	Administrative Assistant	*PC World*, San Francisco, CA	G. Mason	(415)978-3270
PCW	Copy Editor	*PC World*, San Francisco, CA	R. Johnson	(415)978-3252
PCW	Administrative Assistant	*PC World*, San Francisco, CA	D. Sheridan	(415)974-7345
PCW	Associate Editor	*PC World*, Boston, MA.	B. Thompson	(508)935-4531
PCW	Assistant to the Editor-In-Chief	*PC World*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Circ. Subscription Director	*PC World*, San Francisco, CA	H. Martin-Maier	(415)978-3302
PCW	Test Center Coordinator	*PC World*, San Francisco, CA	G. Smith	(415)267-1790
PCW	MIS Director	*PC World*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Associate Editor	*PC World*, San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Assistant to the Publisher	*Multimedia World*, San Francisco,CA	J. Epstein	(415)267-1772
MAC	Research Services Coord.	*Macworld*, San Francisco,CA	L. Lawrence	(415)978-3311
MAC	Reg. Adv. Manager	*Macworld*, San Francisco,CA	S. Dolan	(415)978-3159
MAC	Sales Associate	*Macworld*, San Francisco,CA	L. Giglione	(415)978-3272
IMI	Technician	*Sunworld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Account Representative	NextWorld,San Francisco, CA	S. Fricke	(415)267-1784
IFTW	Assistant Managing Editor	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	A/P A/R Clerk	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Senior Accountant	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Specialist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546
IFTW	Receptionist	*Infotainment World*, San Mateo, CA	C. Yam	(415)286-2546

Sunday New York Times.

* * *

WELCOME TO ENTERPRISE '93
WELCOME TO ENTERPRISE '93

World Update

World Expo employees manage busiest week in the division's history: Object World in San Francisco, Windows World Expo/Tokyo, Windows World Expo/Frankfurt and Enterprise '93/Boston.

* * *

Computerworld creates the CW Research Council to strengthen the research efforts undertaken by various *CW* departments.

* * *

Computerworld Norge turns 10.

* * *

IDG Argentina

IDG Argentina marks 10 years of continuous presence in the Argentinian IT market. Above, IDG President Walter Boyd (c) and IDG Argentina General Manager Ruben Argento share a toast with the staff of IDG Argentina.

* * *

Advertiser/agency panel offers feedback on IDG information and services at Marketing and Research Function Meeting.

* * *

IDC Government ships first CD-ROM product, a "shrink-wrapped federal library" called FEDTRAX. It includes the full text of *Federal Computer Week* since 1988 as well as information on contract specifications, regulations and the federal IT budget.

* * *

Multimedia World takes wraps off first CD-ROM product, *The Guided Tour of Multimedia*, a 20-hour course designed to introduce users to the new medium.

* * *

Managers from IDG's publishing, books, research and corporate business units gain an inside look at the process during the two-day Management Publishing Institute held in Oakland, Calif.

> ***"We were all driven by the awareness that the success of Windows World means the success of IDG Japan. It's been a great morale booster for the entire company and has given us new life."***
>
> **- Yoshimoto Matsuura, editor-in-chief, *Windows World Japan***

People

Of note:
Gina Smith sign on as editor of *Electronic Entertainment.*

Celebrating 10+ years:
Therese Bergstrom, IDC, 17 years; **Christine Hiehler**, IDG Germany, 16 years; **Debra Sobin**, IDG, 15 years; **Matt Smith**, *Computerworld*, 13 years; **Robin Silverman**, IDG, 13 years; **Cynthia Delany**, *Computerworld*, 13 years; **Patricia Keefe**, *Computerworld*, 12 years; **Deborah Waters-Colacchio**, IDG, 11 years; **Derek Hulitzky**, *Computerworld*, 10 years; **Bernie Hockswender**, *Computerworld*, 10 years

July

SunWorld Expo/Tokyo draws 40,000 attendees and 166 companies. New rebooking system is a hit with exhibitors; one-third sign on for '94 by show's end.

* * *

InfoWorld Direct becomes demographic edition of *InfoWorld*, targeting 100,000 regular *IW* subscribers who spend close to $500,000 annually to buy PC and networking products for their companies.

* * *

Computerworld Australia turns 15.

* * *

Federal Computer Week introduces its first bulletin board system, *FCW*Net, as a way to help computer resellers and integrators cut red tape and move closer to federal government IT buyers.

* * *

U.S. editors explore media frontiers and common issues at two-day function meeting in California.

* * *

IDG West Coast employees raise $12,700 for Bay Area AIDS service and education organizations.

* * *

South African licensee publishes *Network World S.A.*, a monthly tabloid with an initial circulation of 4,000.

- SEE PAGE 8

July

- FROM PAGE 7

CIO Canada becomes the product line's first international venture.

■ ■ ■

IDG Australia's Expo Division organizes the third annual Windows World and Network World Expo; attendance increases 60% over last year.

■ ■ ■

INROADS internship program for minority youth expands to fourth business unit, *InfoWorld*.

■ ■ ■

IDG Australia holds pre-launch breakfast for *Mobile Business* clients; publication slated for September debut.

■ ■ ■

Laurentian Technomedia's *DirectAccess* relaunches as *ComputerWorld Canada*.

People

Of note:
Ken Kaplan tapped as CEO of IDG World Expo • **Edie Holmes** named CEO and president of Government Information Technology Group • **Randee Rubin** named GITG's executive vice president and chief operating officer • **Jim Hussey** named publisher of *Federal Computer Week* • **Don Menn** named editor-in-chief of *Multimedia World* • **Patricia Navone** named associate publisher of *Multimedia World*

Celebrating 10+ years:
Barbara Howell, IDG Australia, 15 years; **Iris Killinger**, IDG Germany, 14 years; **Scott Mace**, *InfoWorld*, 12 years; **Jeff Pennett**, *Network World*, 12 years; **Anindya Bose**, LINK Resources, 10 years

August

Macworld
Complete Mac Handbook Plus CD
2nd Edition

IDG Books Worldwide announces three new Mac volumes: *Macworld's Complete Mac Handbook Plus CD*, 2nd edition; *Macworld Macintosh SECRETS*; and *Macworld PhotoShop 2.5 Bible*.

■ ■ ■

The Newton personal digital assistant makes its official debut at MACWORLD Expo/Boston.

■ ■ ■

Human Resources' East Coast Collaborative Training Program organizes the Publishing Process Overview.

■ ■ ■

PC World Test Center collaborates with NASA to determine the effects of zero-gravity on the ability to use PCs in flight.

■ ■ ■

ExecuTrain marketing campaign, "Upgrade Your People," stresses productivity gains made by training participants.

■ ■ ■

Asia Support Center officially opens; integrates IDG resources to offer strategic planning, marketing and other consulting services to U.S. and Asian-based IT companies looking to do business between the two continents.

■ ■ ■

IDG sells *Electronic News* to consortium of buyers in New York.

■ ■ ■

The first product from the collaboration between IDG Books and *Network World*, *Network Security SECRETS*, rolls off the presses.

People

Of note:
Keith MacGregor named president of new business unit, IDG Newsletter Corp.

Celebrating 10+ years:
Eileen O'Brien, IDC, 22 years; **Shirley Day-Kohn**, IDG Germany, 20 years; Ingrid Schmid, IDG Germany, 17 years; **Karl Heinz Zimmermann**, IDG Germany, 15 years; **Eduardo Ostan**, IDG Brazil, 15 years; **Karen Elliott**, *Computerworld*, 15 years; **Zvonimir Lepusa**, IDG Germany, 15 years; **Dagmar Pitschek**, IDG Germany, 15 years; **Renate Kretz**, IDG Germany, 14 years; Ann-Charlotte Berg, IDG Sweden, 14 years; **Louise Myerow**, IDG World Expo, 14 years; **Ursula Pusch**, IDG Germany, 13 years; **Ellen Rahman**, IDG Germany, 13 years; **Kim Myhre**, IDC, 11 years; **Bertrand de Cerval**, IDG France, 11 years; **Kurt Ebner**, IDG Germany, 10 years; **George Sing**, IDG Germany, 10 years; **William Boyer**, IDG, 10 years; **Ernest Chamberlin**, *Computerworld*, 10 years; **Mary Fanning**, *Network World*, 10 years; **Carolyn Novak**, *Computerworld*, 10 years, **Frances Benedict**, IDG, 10 years

IDG finalizes license agreement with Romanian publisher to produce *PC World Romania*.

■ ■ ■

IDG News Service works with *Federal Computer Week* to share breaking Sun/NSA story; first time a weekly IDG publication simultaneously runs news story from a sister weekly.

■ ■ ■

IDG Sweden introduces *Windows World*, the first IT publication in Scandinavia to include a disk as a cover premium and the largest computer magazine ever produced in Sweden (200 pages).

September

The IDG Chairman's Council holds first meeting to plan activities to benefit charitable organizations.

* * *

MSD announces that it will close FY93 with more than $90 million in signed Market Access Program contracts.

> ***"What we see is an emerging central role of communications. In a sense, 'IT' is an obsolete word. Today, we must talk about 'ICT' — information and communications technology."***
>
> **- IDC Europe President Roberto Masiero**

IDG High Tech Beijing announces the launch of *Electronic Product World*, a monthly magazine for engineers and managers in the electronics, computer and communications industries.

* * *

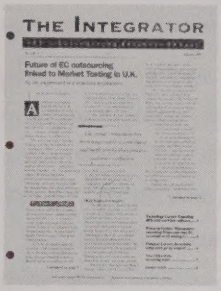
More than 70,000 people attend the first China Computerworld Expo, the country's largest international computer show.

* * *

IDG Argentina expands its network of monthly newsletters to five with the addition of publications for users of Windows NT and Novell Netware.

* * *

IDC Government holds industry's first roundtable discussion to give clients timely look at the National Performance Review, the Clinton Administration's plan to redesign the government.



THE INTEGRATOR

Future of EC outsourcing linked to Market Testing in U.K.

The Integrator, IDG's outsourcing business newsletter, convenes its first industry conference in Boston.

* * *

Global Product Support centers grow to three with addition of Computerworld GPSC; IDG Norway's **Morten Hansen** heads management team, with assistance from *CW*'s **Gary Beach** and *IW*'s **Jim Casella**.

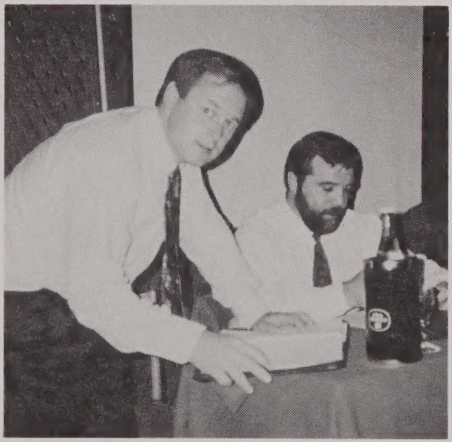
* * *

CIO named to *Folio* magazine's list of the top 500 publications in the U.S. as determined by revenue.

* * *

IDG's Asia/Pacific managers meet in Hong Kong to review a year of major growth.

* * *



World Update

IDC Germany's Tom Tiefenbrunner (l) and IMS' Frank Cutitta confer during IDC's third annual European IT Forum in Venice; 350 IT users and vendors explore how Europe can boost its competitiveness in the worldwide IT market.

IDG Books owns 55% of the top 20 best-selling computer books on the prestigious Barnes & Noble list.

* * *

IDG Sweden launches MaxiData Explosion, the country's first small-office/home-office expo and the first show at which attendees could purchase a variety of computer-related products.

People

Of note:
Saiman Hui, general manager of IDC China/Hong Kong, earns 1993 Chairman's Cup • **Pat McGovern** presents awards to four IDC managers for outstanding performance: **Per Andersen**, research manager, European Unix Program; **Keith Henry**, general manager, IDC U.K.; **Gigi Wang**, vice president, U.S. Communications Research Group; **David Vellante**, senior vice president, U.S. Systems, Storage, Software and Leasing Groups. • **Andrew Rodger** named vice president and general manager, open systems, at World Expo

Celebrating 10+ years:
Monika Tenbieg, IDG Germany, 19 years • **Nora Hörmann**, IDG Germany, 19 years • **Helga Biesel**, IDG Germany, 15 years • **Maria del Carmen Doehler**, IDG Germany, 13 years • **Steve Woit**, *Computerworld*, 13 years • **Jane Creighton**, IDG, 13 years • **Gloria Lodge**, IDG Peterborough, 12 years • **Karen Giffhorn**, IDG Germany, 12 years • **David Brown**, IDC, 12 years • **Kevin McPherson**, *Computerworld*, 12 years • **Paul Gillin**, *Computerworld*, 11 years • **Andrea Kirchmeier**, IDG Germany, 10 years • **Larry Bishop**, IDC, 10 years • **Karl Koessell**, *PC World*, 10 years • **Carrie Thomas**, *Lotus/PCW*, 10 years • **Suresh Rajon**, IDG France, 10 years • **Claude Bril**, IDG France, 10 years • **John Gallant**, *Network World*, 10 years

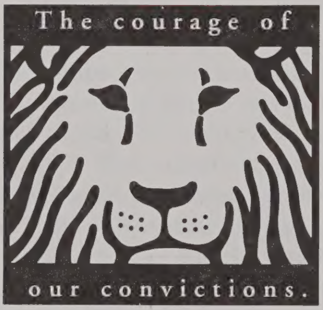
October

IDG's European managers convene in Zurich. Several offices escape the worst of the recession's grasp, including IDG Poland, which became profitable for the first time in FY93.

* * *

Mystery Student Program helps ExecuTrain franchises hone service and gives temp agency employees new skills.

* * *



InfoWorld takes wraps off major image campaign, "The courage of our convictions," designed to position the publication as the country's premiere PC IS weekly.

* * *

The IDG International News Group takes a new name, IDG International Publishing Services, to convey the scope of its expanded responsibilities.

* * *

Desktop Video World announces plans to increase frequency to monthly next year.

* * *

MACWORLD Expo shifts to Frankfurt after two years in Berlin and draws its best numbers ever: 25,048 attendees and 184 exhibitors.

* * *

IDG signs agreement with VNU Business Publications Ltd. to license *Computerworld* and *Network World* titles to VNU's *Computing* and *Connexion* titles in the U.K.

> *"In my opinion, the key to success is focusing one's attention on the needs of one's customers and prospects and having a passionate interest in fulfilling those needs with products of superior quality and outstanding service."*
>
> **- IDG Chairman Pat McGovern**

* * *

Participants at the Macworld Global Product Line Meeting in Frankfurt discuss editorial delivery via CD and worldwide usage and rights for artwork, among other issues.

* * *

IDC and IDG Switzerland join forces to produce "Orbit Forum," a series of events during the country's No. 1 IT show.

* * *

IDG Chairman's Council rallies employees to spend a day cleaning up a Boston school to support the City Year program.

* * *

IDG Czechoslovakia

Pat McGovern, IDG Czechoslovakia Director Vladimir Tichy and World Expo/Europe VP Gunnar Küchler visit the *PC World* booth at Invex Computer '93 in Brno, Czech Republic, Eastern Europe's largest IT exposition.

Record number of attendees, exhibitors, flock to 11th annual COMPU '93 hosted by Ecuadorian publishing licensee.

* * *

IDG signs license with *ComputerScope*, an Irish controlled-circ tabloid with a readership of 21,000 business and professional PC users as well as MIS professionals.

* * *

West Coast Management Publishing Institute held October 27-29.

* * *

Computerworld Romania debuts during TIB '93, the country's top IT event.

People

Of note:
Cathryn Baskin named editor of *PC World* • **Paul Calkin** named vice president, worldwide sales at World Expo

Celebrating 10+ years:
Joanne Oteri Capalino, CW Database Division, 25 years • **Howard Happ**, TechMedia, 14 years • **Len Rust**, IDC Australia, 14 years • **David Moschella**, IDC, 14 years • **Lloyd Cohen**, IDC, 14 years • **Ellen Markoff**, *InfoWorld*, 12 years • **Lucienne Bosser**, IDG France, 12 years • **Elizabeth Abbott**, TechMedia, 12 years • **Nilcimar Oliveira**, IDG Brazil, 11 years • **Mary Doyle**, *Computerworld*, 10 years • **Karin Wirth-Wernitz**, IDG Germany, 10 years • **Russ Onofrio**, CW Database Division, 10 years

November

PC World breaks its own previous IDG ad revenue record for a single issue with the $4.9 million closing of its November issue.

■ ■ ■

Computerworld Middle East introduces the CW Middle East OnLine Network, an archival and retrieval service that will also include E-mail and teleconferencing.

■ ■ ■

RITZ CARLTON

World Update

MSD President Kelly Conlin kicks off MSD's 10-city U.S. road show in Boston. The half-day sessions outline findings from "Why They Buy," the fourth installment of the "Buying IT in the '90s" series.

■ ■ ■

Macworld U.K. caps off its best year to date by being named the fastest growing business-to-business title in the U.K. for 1993.

■ ■ ■

Computerworld introduces the quarterly *CW Client/Server Journal* at Comdex.

■ ■ ■

Computerworld's Comdex issue generates more than $1.89 million, the largest gross advertising revenue tally in its 26-year history.

Finland's *MikroPC* celebrates 10th anniversary with largest issue ever.

■ ■ ■

East Coast Management Publishing Institute participants rate session 4.8 out of 5.

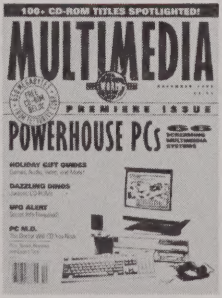
> ***"This ongoing research is a way for us to help our customers better understand the market so we can help them build marketing programs that will be successful — and that feature IDG products and services."***
>
> **- Kelly Conlin on "Buying IT in the '90s: Why They Buy"**

PC World Vietnam doubles circulation to 5,000.

■ ■ ■

Operation Cranberry Sauce, an IDG Chairman's Council yard sale/bake sale, raises over $2,000 to provide Thanksfiving meals for needy families.

■ ■ ■



Multimedia World launches as a stand-alone; first publication to offer a CD in full print run.

■ ■ ■

Network World introduces NetDraw Plus; seeks overseas IDG partners to help market the enhanced clip art/drawing program.

People

Of note:
Martin Taylor, general manager of IDG New Zealand, receives the 1993 Chairman's Cup for managerial excellence • **Pat Ferrell**, president of Infotainment World, named Entrepreneur of the Year and honored for largest percent gain in subscription revenue (*GamePro*) • **Gebhard Osterwalder**, general manager of IDG Switzerland, honored for most successful publication launch (*Schweizer PC Katalog*) • **Ney Kruel**, general manager of IDG Brazil, earns award for largest percentage gain in advertising revenue *(PC World Brazil)* • **Bengt Marnfeldt**, general manager of IDG Sweden, honored for largest percent gain in market share (*Computer Sweden*) • **Jeff DeTray**, president of Business Computer Publishing, won for greatest improvement in profit margin • **Shen Yao**, general manager of *China CW*, earns the citation for publication with the highest profit margin • **Dale Strang**, president of TechMedia, honored for publication with the highest CPN improvement (*AmigaWorld*) • **David Brandin** joins World Expo as vp/general manager for communications technologies

Celebrating 10+ years:
Ted Bloom, IDG, 26 years • **Ney Kruel**, IDG Brazil, 16 years • **Shirley Horrocks**, IDC U.K., 16 years • **Laura Kunzmann**, IDG Germany, 15 years • **Sylvia Stier**, IDG Germany, 12 years • **Preben Engell**, IDG Denmark, 11 years • **Craig Pierce**, *PC World*, 11 years • **Rita Gregersen**, IDG Denmark, 11 years • **Miguel Hermosell**, IDG Spain, 11 years • **Alice Longley**, *Computerworld*, 11 years • **Sheryl Merchant**, IMS, 11 years • **Niki Stranz**, *Macworld*, 11 years • **Pat Murphy**, IDG Central Services, 11 years • **Jane Boyer**, Integrated Media, 11 years • **Valerie Shanks**, IDG Spain, 10 years • **Jim Connolly**, *Computerworld*, 10 years

December

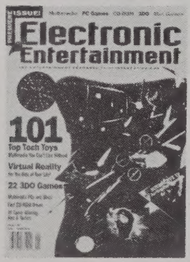
PC World Sweden, the country's leading publication for the PC market, serves as the official show guide for the second annual Windows World exhibition in Stockholm.

■ ■ ■

VIRTUAL REALITY vienna 93

IDG Austria co-hosts Virtual Reality Vienna '93, Europe's first international symposium dealing with three dimensional user interfaces, high-speed computer graphics and other aspects of the emerging technology.

■ ■ ■



PlayRight
Welcome to PlayRight's Premiere Issue!

Infotainment World launches *Electronic Entertainment*, "the entertainment resource for the interactive age," and *PlayRight*, a bimothly newsletter to help parents make informed video game purchasing decisions.

■ ■ ■

Chairman's Council "Caring by Sharing" drive benefits multiple agencies in the Boston/Framingham area.

■ ■ ■

IDG Books' "...for Dummies" series conquers the computer book bestseller lists in Europe.

恭 Season's Greetings
賀 Meilleurs Voeux
新 Felices Fiestas
禧 Поздравляю

From all of us at
IDG International Publishing Services

The next issue of *World Update* will appear Jan. 3.

> ***"There's a lot of concern out there about whether video games are good or bad for kids. Our aim is to become a trusted resource for these parents looking to understand the video game generation and what titles are appopriate for each age group."***
>
> **-LeeAnne McDermott, editor-in-chief of *PlayRight***

People

Celebrating 10+ years:
Claudiney Santos, IDG Brazil, 17 years • **Dennis Brisson**, TechMedia, 16 years • **Michael Lowe**, *InfoWorld*, 15 years • **Diane Utano**, IDG, 15 years • **Francois Chaussonniere**, IDG France, 13 years • **Susan Perry,** IDG, 13 years • **Dennis McLeod**, *Macworld*, 11 years • **Adrian Mello**, *Macworld*, 11 years • **Stephen Josselyn**, IDC, 11 years • **Rick Ciliberto**, *Computerworld*, 11 years • **Steven Brown**, *InfoWorld*, 11 years • **Peggy Nauts**, *PC World*, 10 years • **Micaela de Almeida**, IDG Hong Kong, 10 years • **George Clark**, *Macworld*, 10 years

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 5,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 194 newspapers and magazines in 62 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 50 computer-related exhibitions and conferences in more than 16 countries.

Suggestion box

Voice your opinion! The *Update* staff welcomes news, feature suggestions and comments from all employees.

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